



LIFE

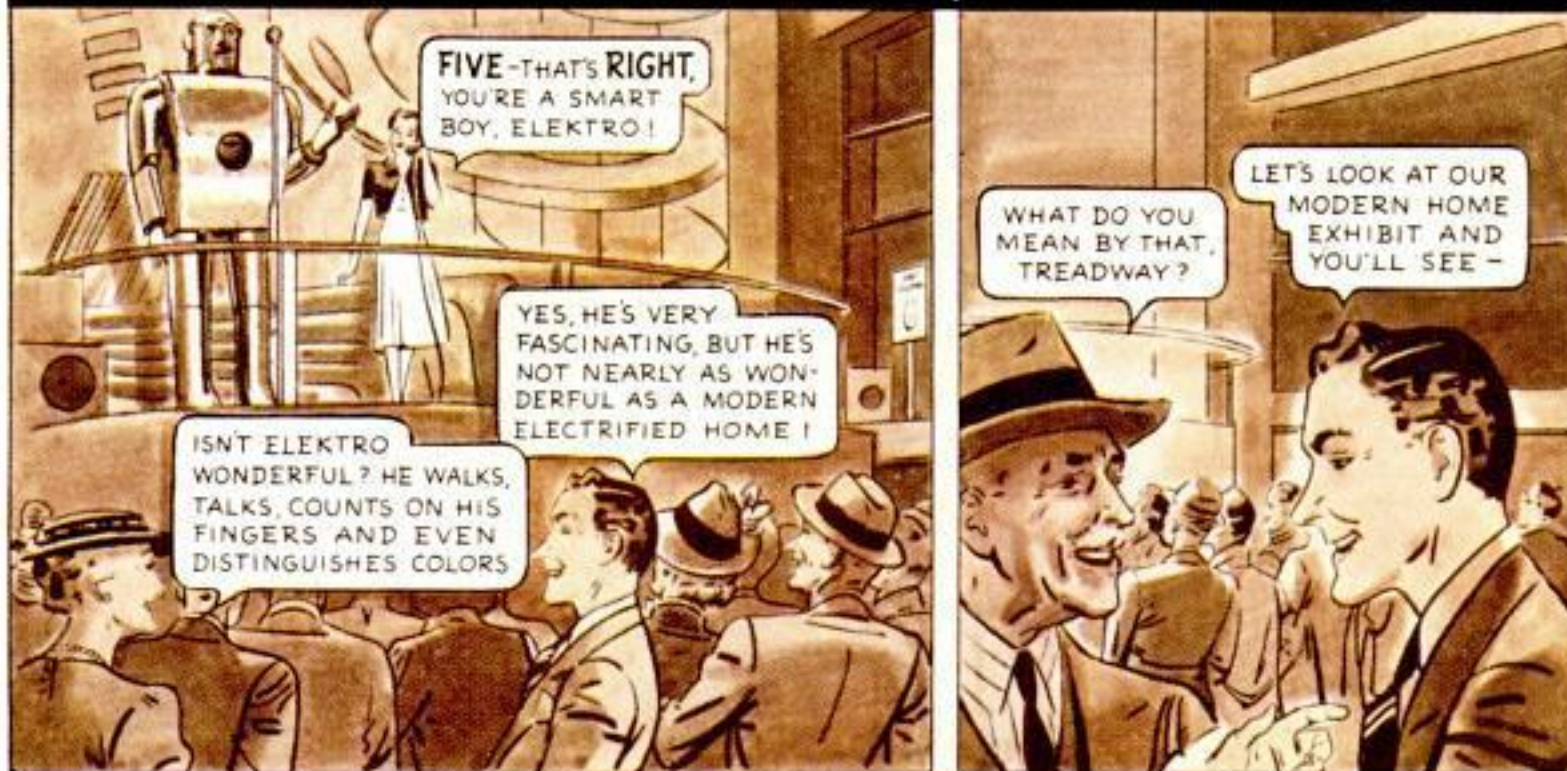
JAPANESE HOME GUARD

JULY 10, 1939

10 CENTS

The MIDDLETON Family AT THE NEW YORK WORLD'S FAIR

A Lesson from Elektro—the Moto-Man



In the Hall of Electrical Living, the Middletons are entertained by Elektro, the amazing Westinghouse Moto-Man. It's lots of fun, especially for Babs and Bud. And the older folks in the family appreciate the serious side, too — how electricity has lightened housekeeping burdens and made more time for *living* in the modern home. You, too, will enjoy every minute of your visit to the Westinghouse Building at the New York Fair. Be sure to see Elektro, as well as the many other features offered by this "fair within a fair." Don't miss "The Battle of the Centuries," the Microvivarium, the Junior Science Laboratories, and the Television Show. You'll remember the Westinghouse Building as long as you live.

IN SAN FRANCISCO: Be sure to see "Willie Vocalite" and all the other Westinghouse attractions at the beautiful Golden Gate International Exposition. WESTINGHOUSE ELECTRIC & MANUFACTURING CO., PITTSBURGH, PA.



Westinghouse

Tune in Ray Perkins and the winners of the "Letters Home" Contest direct from the Westinghouse New York World's Fair Building — every Sunday afternoon, 5:45 Eastern Daylight Time, N.B.C. "Blue" Network.

The name that means
**EVERYTHING
IN ELECTRICITY**

You *cash in* on Studebaker craftsmanship when you *trade in* your Studebaker

**Years and thousands of miles of good transportation
are left for the next owner to enjoy!**

WHEN you're ready for a new car, you're lucky if you have a used Studebaker to trade in. Because with a Studebaker, you don't have to worry your way around from dealer to dealer looking for a good price.

The first place you go, you can expect an attractive trade-in offer for the President, Commander or Champion that has served you faithfully.

And this is why. Studebakers consistently command top money, in the official used-car value ratings which dealers follow as a guide.

The reason for that is the enduring soundness which the expert, permanent, Studebaker master craftsmen build into these good-looking, restful riding, brilliant-performing, economical cars.

This superior craftsmanship keeps a new Studebaker President, Commander or Champion lastingly new and singularly free from frequent and excessively heavy expenses for repairs.

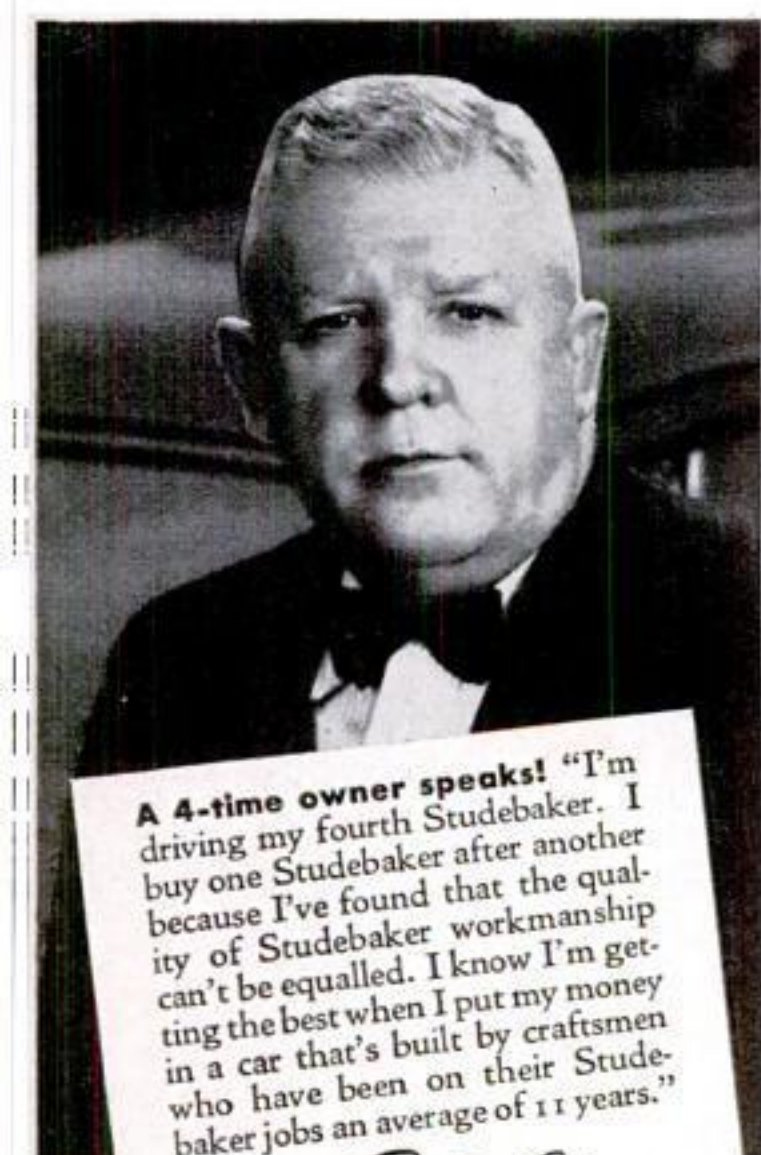
It assures you year after year of safe, pleasurable, dollar-saving motoring.

Before buying any car, remember this—Studebaker saves you money by intelligently spending its own money on better craftsmanship, better workshops, better engineering and research laboratories, an 800-acre, million-dollar proving ground.

You get the benefit, whether you're buying a new Studebaker or selling a used Studebaker. The Studebaker Corporation, South Bend, Ind.



Skill not speed is the watchword at Studebaker! And no other automobile factory in America has better modern machinery than you find in the efficiently operated Studebaker shops. Pictured above are veteran Studebaker craftsmen, Joe Steiner and Alex Hecklinski, who are expertly operating clutch-housing drills with customary Studebaker care and precision. This is one of many out-of-sight quality precautions that add long life to every Studebaker.



A 4-time owner speaks! "I'm driving my fourth Studebaker. I buy one Studebaker after another because I've found that the quality of Studebaker workmanship can't be equalled. I know I'm getting the best when I put my money in a car that's built by craftsmen who have been on their Studebaker jobs an average of 11 years."

A. B. Clapp
HONORABLE A. B. CLAPP
Memphis, Tennessee



Studebaker Champion sets A.A.A. record of 27 1/4 miles per gallon! This official economy triumph was recently made by a Studebaker Champion, equipped with optional overdrive transmission, in a 6,144 mile run from the San Francisco World's Fair to the New York World's Fair and back to San Francisco. It has never been equalled by any six or eight cylinder car. Studebaker's craftsmen were proud when they got the news. They know that careful workmanship contributes a lot to operating economy.



The Smiths have been building Studebakers 28 years! They're one of the many father and son teams at Studebaker. In fact, most of the 7,500 Studebaker craftsmen are members of families in which Studebaker employment goes a long way back. Studebaker never employs transients. Friendly neighbors, who have been working side by side for years, comprise the Studebaker force. The average age is 42.



Be popular . . . drive this smart Studebaker Champion Custom Club Sedan . . . \$700 complete at factory

See your local Studebaker dealer now and go for a revealing trial drive in a beautiful new Studebaker President, Commander or Champion. Low-cost Studebaker service is nationwide. Low down payment—easy C.I.T. terms.

STUDEBAKER CHAMPION
True-blood team mate of Commander and President

\$660

for a Champion Coupe, delivered at factory, South Bend, Ind., including Federal tax. Prices subject to change without notice. Optional equipment and accessories—extra

This One

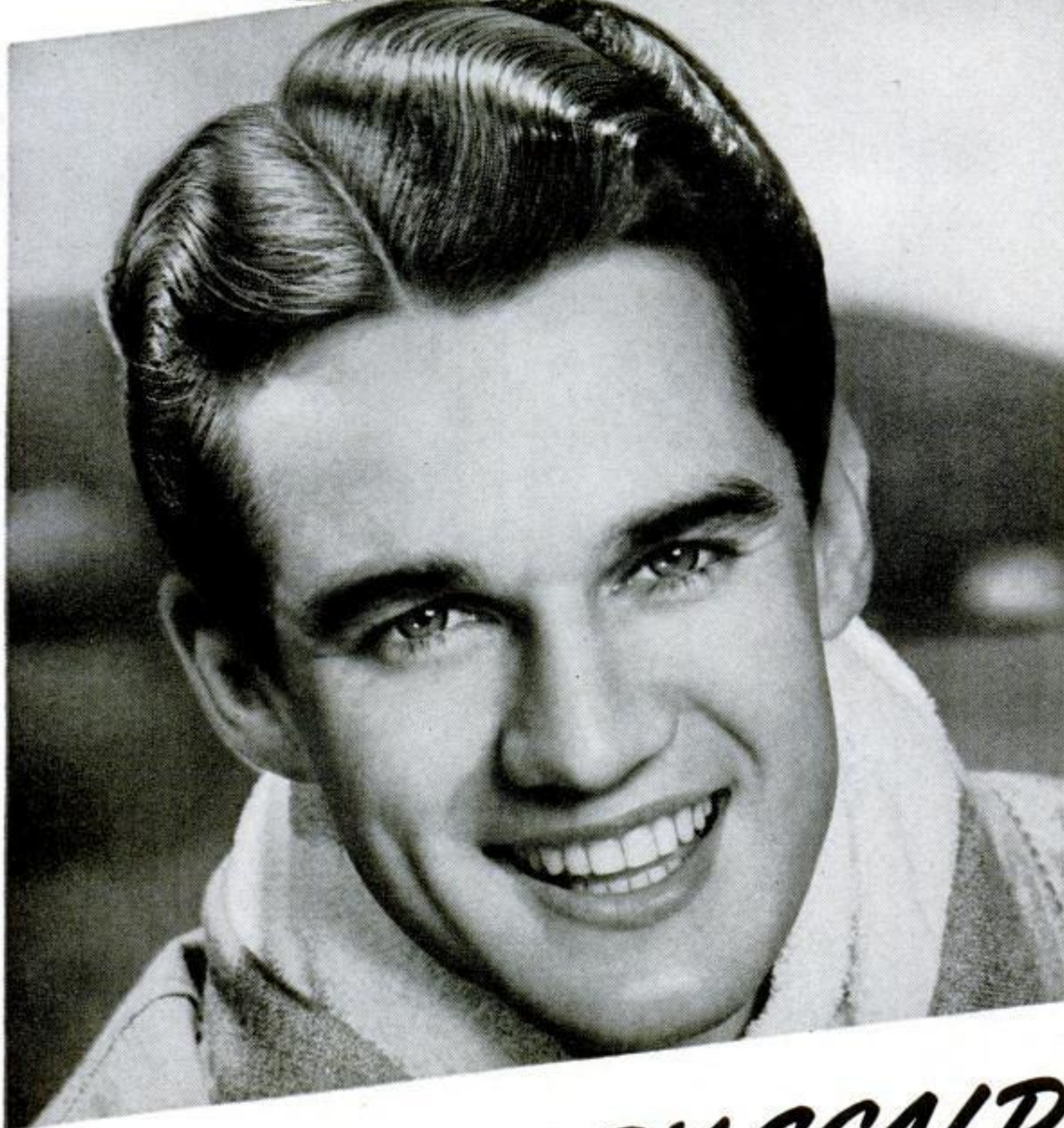


DZ3L-W7X-WS54



Warning!

If these symptoms are yours, take care!
Itchy scalp? Dandruff scales on your collar?
Dull, hard-to-comb hair? Dry Scalp
is a menace to handsome hair!



*Don't neglect DRY SCALP
if you want good-looking hair*

MAN, watch your hair this summer! Or too much sun and swimming will steal your scalp's natural oils and leave it dry and brittle. First aid to parched pates is 'Vaseline' Hair Tonic! This different hair tonic contains absolutely no drying ingredients. Instead, 'Vaseline' Hair Tonic actually supplements the natural scalp oils!

Quick results? Just see for yourself how soon your hair responds to simple treatments with 'Vaseline' Hair Tonic. See how lustrous and manageable it becomes, how easy it is to comb! Get started with 'Vaseline' Hair Tonic today! At any drug store in handy shaker-top bottles.



A few drops supplement the natural scalp oils, keep your hair good-looking.

EVERY MORNING shake on a few drops when you comb your hair. EVERY WEEK before shampooing give your scalp a generous 'Vaseline' Hair Tonic massage for extra protection against dryness.

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Copyright 1939, Chesebrough Mfg. Co., Cons'd.



PAINFUL SUNBURN? TRY 'VASELINE' Petroleum Jelly! It cools. Soothes. Supplements the natural skin oils. Relieves parched, dry feeling. A jar or tube 10c.

LETTERS TO THE EDITORS

Modern Living

Sirs:

The world is full of mysteries
But LIFE holds only one.
I thought that "Modern Living"
Covered everything under the sun.
But LIFE has whittled that one down
To women's wear for glade and town.
So I conclude, with some misgiving,
That LIFE thinks life not worth the living
Unless it can see lacquered toes
Covered by water-air-coal hose;
Fabric designs that stem straight from
Polynesia or Kingdom Come;
Cotton formals, cosmetic masks,
And slacks to wear for garden tasks.
Is "Modern Living" only these?
Come on, LIFE, what's the answer, please?

BEATRICE ELM

New York, N.Y.

All these, but many others too
Come within "Modern Living's" realm
Pianos, houses, Pliofilm—
Did you skip them, Reader Elm?

Men's hats, dolls that look like you,
Beach Clubs, dress forms, Lambeth Walk—
By no means have we covered only
Women's wear and fashion talk.

But we can always take a hint
And now that summer styles are gone
Tell us, Reader Elm, what you
Consider worth reporting on?—ED.

Antarctica

Sirs:

Certainly do consider your Antarctic article in the June 12 issue excellent and most informative. Kindest regards.

LINCOLN ELLSWORTH

Lake Tahoe, Calif.

Aunt in Antarctica

Sirs:

In your June 12 issue you say: "No woman has ever been to the Antarctic." That is incorrect. Part of the Antarctic has been aerially photographed by a woman, a section of the continent is named after her, and she has climbed and walked over Antarctic fastlands year after year.

She is Mrs. Ingrid Christensen of Sandefjord, Norway. Her husband, Consul Lars Christensen, is a leader in Norwegian whaling. He owns a fleet of whalers and has directed Antarctic whaling expeditions for decades. He has several years, accompanied by his wife, circumnavigated the Antarctic continent on an exploring ship equipped with research instruments and airplanes, and carrying a staff of scientists. He is a fellow of the Royal Geographic Society of England, has been awarded the Gold Medal of the New York Geographic Society, and is, I believe, a fellow of the National Geographic Society of this country.

His wife, mother of three boys and three girls, and a grandmother, has piloted her own plane over sections of the Antarctic, has taken continuous aerial photographs covering several thousand square miles of territory. On detailed maps of Antarctica you will find a territory named "Ingrid Christensen Land."

She has walked and climbed the Antarctic continent and has herself planted the flag of Norway on territory claimed by that country.

I know, because I call her aunt.

MARIE ELISABETH SOLLING
Worcester, Mass.

California Champions

Sirs:

Great guns, didn't anyone notice the article on Track in your June 19 issue? At least I did! It was great.

MILTON BUTLER
San Luis Obispo, Calif.



"JORDAN" BY MALLERY

Sirs:

As a tie-in with your recent Captain of Champions cover (LIFE, June 19), I am sending a sketch of the Captain, Payton Jordan, which was drawn by my brother Clarke Mallery (the high-jumper in your picture) at the beginning of the track season this year (see cut).

I thought it was novel that you included both "artist and model" in the same issue.

MASON MALLERY
Pasadena, Calif.

Ozark Talk

Sirs:

I'm shore rightdown sorry and mad 'cause my mammy didn't never learn me how to be one of them air witch-women and to contrive them enemy dolls. I'd shore admire to fashion one and name it for Mr. Vance Ozark-expert Randolph (LIFE, June 19).

We'uns have lived in the Ozarks fur nigh-on to a hundred and fifty years, countin' my great-great-grandpappy, my great-grandpappy, my grandmammy, my mammy and me, but 'pears as though we never had no fun. We never had no dolls but chiny ones, we never had no medieval witchcraft, but jined right up with the Methodist Church, we never sang no English ballads, 'cept maybe "The Lambeth Walk," and we never had airy a bee to tell it to.

And what gets me all riled up is that we never knowed what we was missin' till

(continued on p. 4)

YOUR ADDRESS?

IS the address to which this copy of LIFE was mailed correct for all near future issues? If not, please fill in this coupon and mail it to LIFE, 330 E. 22nd Street, Chicago, Illinois.

Effective _____ my mailing address for LIFE will be:

DATE

NEW ADDRESS

Name _____ PLEASE PRINT

Address _____

City _____ State _____

OLD ADDRESS

Address _____

City _____ State _____

BEER . . . A BEVERAGE OF MODERATION FOR THE NATION



Yes, beer has made a million jobs. And beer is a huge taxpayer . . . to the extent of a million dollars a day! And beer has spent 500 million dollars for farm products since re-legalization.

Beer, brewers believe, is a mild, wholesome pleasure, a beverage of moderation and a privilege worth preserving for those who enjoy it. Which means making and keeping beer retailing as wholesome as beer itself.

So . . . to protect the vast number of responsible retailers, the brewers are now carefully developing in selected areas a program unusual in American business: A "clean-up or close-up" plan. The plan is one of strict local

self-regulation in conjunction with local law enforcement authorities. Results already realized in several States encourage us to extend this plan . . . a few more States this year, even more next year.

The brewers know that they themselves cannot usurp the legal responsibility of the regularly constituted authorities.

But they have organized to give full support to the law enforcement agencies and to execute within the industry a strict code of social responsibility.

FREE booklet describing details of the plan, will be sent on request to United Brewers Industrial Foundation, Dept. A5, 21 E. 40th St., New York.



... IT HELPS SUPPORT A MILLION FAMILIES

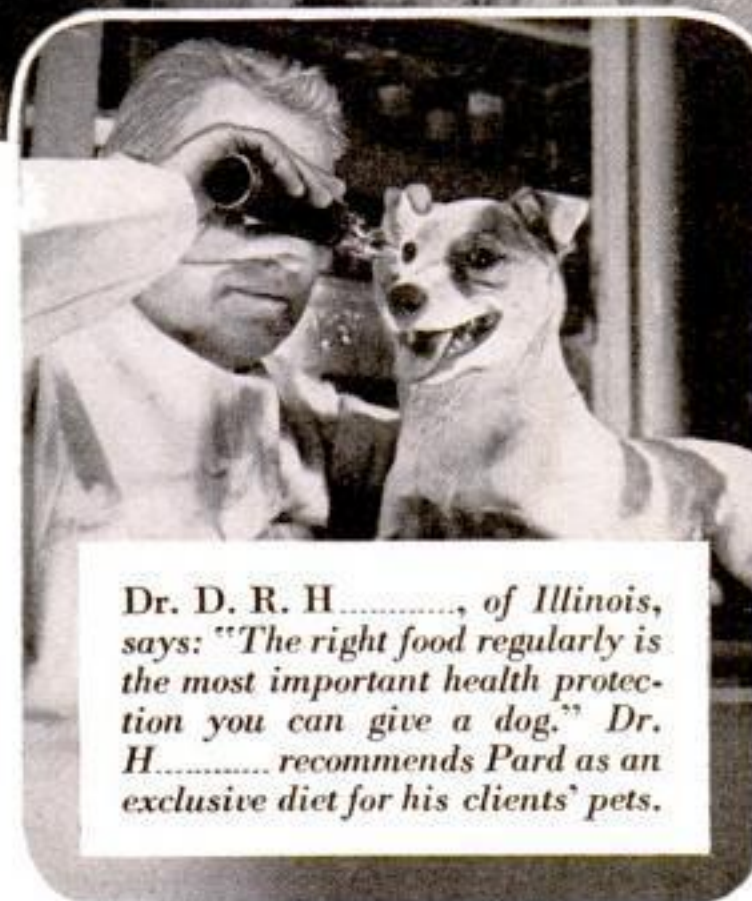
Is your dog PEPPY ...FUN-LOVING?

Listlessness and other common ailments
unknown among 250 thoroughbreds fed Pard
exclusively at Swift's Research Kennels



● Often dogs grow dull-eyed—lose interest in their food. This listless condition is a frequent occurrence in the dog world. And like many other common dog ailments, listlessness may be the first symptom of more serious disorders. In the opinion of leading veterinarians, these common ailments are in many cases due to hit-or-miss feeding.

Now, from a 5-year feeding study conducted by Swift scientists comes a key to the prevention of these common ailments! 250 dogs, representing four consecutive generations, have participated in this study . . . were fed nothing but Pard and water. Not one of these dogs has ever suffered from such common ailments as listlessness, excessive shedding, nervousness, or dietary skin irritation! Their weight and growth



Dr. D. R. H....., of Illinois, says: "The right food regularly is the most important health protection you can give a dog." Dr. H..... recommends Pard as an exclusive diet for his clients' pets.

have been above standard for their breeds.

For your dog's good health and growth, take advantage of these scientific findings. Put him on an exclusive Pard diet now!



Uniform quality in Pard, as well as sufficiency of minerals and vitamins, is guaranteed by regular biological and chemical analyses. In Swift's Research Kennels the case history of each Pard-fed dog is recorded with scientific precision.

A
SWIFT &
COMPANY
PRODUCT



PARD

...SWIFT'S NUTRITIONALLY
BALANCED DOG FOOD

LETTERS TO THE EDITORS (continued)

we seen Mr. Vance Randolph's purty pictures. Fur a fact, till then we'uns opined that most folks most places was purty much like we wuz.

Do you spose if we'uns took out for Galena, Mr. Randolph mought learn we'uns how to play them cute games, like the gal with the purty permanent wave and the boughten clothes?

VIRGINIA (HILLBILLY) FRAZER
Crescent, Mo.

Culver

Sirs:

Your Culver picture-comment (LIFE, June 19), was a crackerjack but your enthusiasm for that splendid school toppled you.

I'll bet you a year's subscription to my newspaper (\$2.00) against a year's subscription to LIFE, paying you the difference, that Riverside Military Academy here in Gainesville is not only larger than Culver but has been for the past six years.

Win or lose?

AUSTIN F. DEAN
Editor-Owner

Gainesville Eagle
Gainesville, Ga.

● Lose. According to Porter Sargent's *Handbook of Private Schools*, standard authority in the field, Culver and Riverside have each been ahead for three years out of the last six. 1938-39 enrollment: Culver 615, Riverside, 564. —ED.

Sirs:

On the first page of your story about Culver Military Academy the following statement appears:

"Three years later, he learned that the Missouri Military Academy had burned. He promptly sent Missouri's Superintendent a historical wire: 'You have the boys, no school. I have school, few boys. Let's get together.' The whole Missouri Military Academy moved by special train to Indiana and Culver took firm root."

This statement is not true, as the Missouri Military Academy was never moved to Culver, but the buildings were rebuilt and the school is operating here in Mexico, Mo., and is celebrating its 50th Jubilee this year.

W. WALLACE FRY

Mexico, Mo.

● After the fire Colonel A. F. Fleet, head of Missouri Military Academy, moved the entire school to Culver and himself became headmaster of Culver. The Missouri Academy was later rebuilt under different management. —ED.

Sirs:

I think there is something pretty vital in what we are striving to do here. I have thought so a long time in the face of the American anti-military tradition and of the strong yen of the socially minded to "send the boy East" just because it is East.

I am grateful to you for not sprinkling powdered sugar on the strawberries. I like the tang of the dish you served. You move me to fresh devotion to the cause of "Arms and the Boy."

L. R. GIGNILLIAT
Superintendent

Culver Military Academy
Culver, Ind.

Call Her Junior

Sirs:

LIFE (June 19) advised Mrs. Worth not to call her daughter "Junior" because the use of "Junior" by a girl is very unusual. Emily Post views the usage with alarm, you say, because "Junior sounds masculine," preferring "Yr." meaning "the younger."

As one Junior to the prospective mother of another, may I talk to Mrs. Worth? I was named for my mother. So there we were, two women of the same name living in the same house.

That always creates the need for some differentiation. The usual solution is to nickname the child. Mary becomes Molly or May, which is all right, I suppose, except that if you like Mary, and it's your name, you've had it taken away from you without due process of law, and a substitute forced on you in the name of convenience. The alternative to a nickname is to qualify the child's name with "little." To be "little Mary" at six is one thing. But it's quite another thing to be "little Mary" at sixteen or twenty-six, when the years may have given you, as they gave me, twenty pounds more weight and two inches more height than your mother. Mrs. Post's "Yr." solution Mrs. Post may have, for all of me. "Yr." means to most people "year," "your," or nothing. I used "Jr." always. Had I not used it earlier, I would certainly have adopted it when I began to write professionally. I didn't see why my stories of two young people who fell in love and got married in *Red Book* should be blamed on or credited to someone else. My mother and I wrote one story together, signed it with both our names, and sold it. How would LIFE and Mrs. Post get around that situation without the "Jr." which they think sounds masculine and is unusual? If they say "Yr." I say, "Don't be silly!"

When I first met an editor face to face, he said, "Oh, you're the girl who calls herself 'Junior'!" and he laughed and laughed. But he remembered that masculine and unusual suffix to a feminine and unknown name.

I hope the new Worth is a girl. I hope she's Edwina Blank Worth Jr. I'd like to send her a silver cup, in the hope that she'd drink to the health of all feminine "Juniors" and the confusion of the timid and the tradition-stymied.

MARY C. McCALL JR.

Culver City, Calif.

Sirs:

Choosing at random the marriage records of two little New England towns situated in the county in which Mrs. Post maintains a summer home, I was interested to discover that the practice of using "Junior" was at one time neither essentially masculine nor unusual on the part of women. In one village I found eight girls used the suffix "Junior" between the years 1788 and 1829. In an adjoining town I found four examples between 1765 and 1799; also two women who used the suffix "3d." In this town the marriage of an ancestor and ancestor of mine was announced as follows: "Jethro Athearn Jr., married Mercy Chase Jr."

LLOYD C. M. HARE

Berkeley, Calif.

● After reading the comments of Miss McCall and Mr. Hare, LIFE is not so sure that it gave Mrs. Worth the right steer. LIFE advised Mrs. Worth of their opinions, receiving the following reply:

"Re your wire, respectfully give LIFE's editors a year to decide whether or not Junior correct for girl's name. Bonafide Junior born June 22 Bryn Mawr Hospital, Bryn Mawr, Pa.

Mr. and Mrs. T. O. Worth"—ED.

Celebrants and Hell

Sirs:

On page 75 of your June 12 issue is the sentence, "By this time, most of the celebrants are drunk."

I suggest that you look up in Webster's the definition of the word "celebrant" and compare it with "celebrator."

There is a vast difference between a celebrator and a celebrant, inasmuch as one is usually a hell-raiser and the other strives to save you from hell.

E. E. TALBOTT

Toledo, Ohio

● Reader Talbott is right. The persons referred to are undoubtedly raising hell.—ED.



*Flake off
Dull Surface Skin
for a
Lovelier Complexion*

USE MERCOLIZED WAX CREAM, the Skin Bleach Beautifier, to aid you in obtaining a younger looking skin. This fragrant cosmetic, Mercolized Wax Cream, flakes off faded, dull, darker superficial skin in minute particles, exposing the fresher, younger true skin which is of lighter hue. You will be thrilled with the wonderful improvement in your appearance. Begin today using Mercolized Wax Cream on your skin.

Choose Saxolite Astringent
A DELIGHTFULLY pleasant and refreshing astringent. Helpful in reducing excess surface oil and in removing surplus face cream. Dissolve Saxolite in one-half pint witch hazel and pat briskly on the skin several times a day.

Use Phelactine Depilatory
REMOVES superfluous facial hair quickly. Simple to use.

Sold at Cosmetic Counters Everywhere



The Kind of Camera You've been wanting
AT AN AMAZINGLY LOW PRICE!

Falcon-Flex

VIEW FINDER SHOWS PICTURE IN ACTUAL PRINT SIZE

At last a real Reflex style, TWIN LENS camera at a decidedly moderate price. See just the facial expression or view you desire, in the view-finder—without lifting your head. Takes critically sharp snapshots or time exposures and has 3 stop openings.

with 75mm **\$5.95** PICTURE SIZE 2 1/4" x 2 1/4" 12 views on No. 120 film

with f7.7 Achromatic lens **\$7.95**

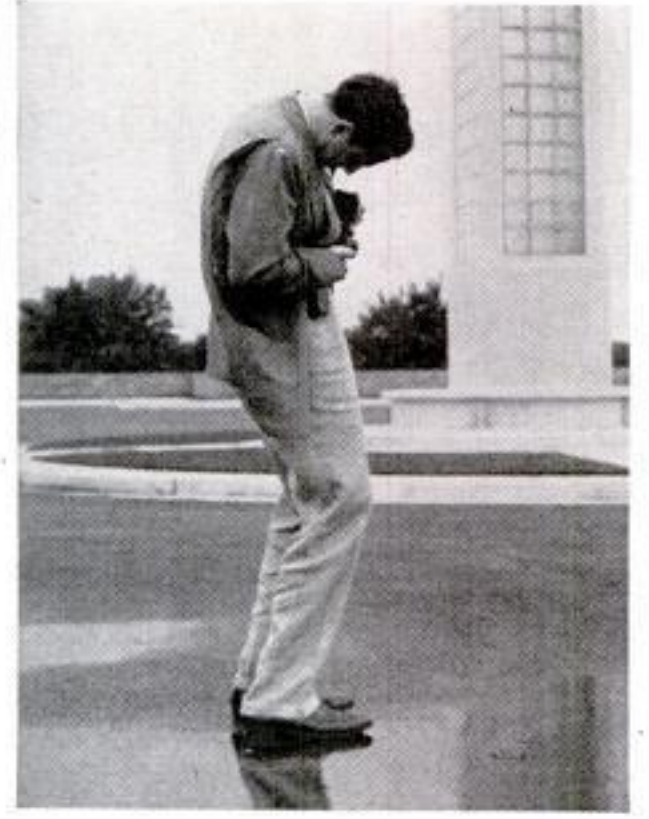
Falcon CAMERAS
Made in U.S.A.
All Falcon Cameras carry a 12 months guarantee

Prices slightly higher in Canada. Canadian Agents W. E. Booth Co. Ltd. Toronto & Montreal

FREE — Send for folder showing latest Falcon Cameras, priced from \$2.29 to \$23.50

UTILITY MFG. CO., INC. 40 W. 25 ST. NEW YORK

LIFE'S PICTURES



William Vandivert, 26, with whom LIFE goes calling this week on the Duke and Duchess of Windsor at their town house in Paris, has been in Europe for the past six months as LIFE's London staff photographer. He is taking the place of John Phillips, now making a round of South America. Vandivert has spent much of his time in Central Europe, and was on the Yugoslav border when the retreating Albanians crossed the frontier (LIFE, May 15). Many of his other pictures will soon appear in LIFE.

Vandivert, who is 6'5", is shown above in a typical pose, hunched over to get a low perspective for his shot.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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- 36—HENRY WAXMAN
- 37—HENRY WAXMAN—HENRY WAXMAN, JEVA CRALICK
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- 47—BRITISH PRESS COMBINE exc. t. lt. KNOPF-PIX
- 48—ACME
- 49—NATORI from B. S.—PAUL DORSEY—from "KAMIYO NO MASAGOTO TOKIWA-GUSA" by FUEN HOSODA (2); from "HISTORY OF THE JAPANESE PEOPLE" by CAPT. P. BRINKLEY, published by the ENCYCLOPAEDIA BRITANNICA
- 50, 51—PAUL DORSEY exc. t. lt. NATORI from B. S. and cen. A. T. HULL JR.
- 52, 53—PAUL DORSEY exc. far rt. DOMONKEN
- 54—PAUL DORSEY (2), NATORI from B. S., ACME—W. W. (3), DENTSU NEWSPHOTOS—EUR., PAUL DORSEY (2), EUR.
- 55—PAUL DORSEY
- 56, 57—METRO-GOLDWYN-MAYER
- 58—Bot. far lt. and cen. rt. ELIOT ELISOFON
- 59—T. rt. ELIOT ELISOFON
- 60—T. rt. INT.—cen. t. U. S. ARMY SIGNAL CORPS—lower cen. lt. U. S. ARMY SIGNAL CORPS
- 62—ELIOT ELISOFON exc. t. HERBERT GEHR
- 64—T. rt. KEY.
- 66, 67, 68, 69—WM. VANDIVERT

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YES, MARY, THIS IS THE SPENCER THAT SMOOTHED AWAY MY BULGES
It's light and airy—launders like lingerie!



So Mary called a Spencer Corsetiere

After the corsetiere made a study of her figure, her Spencer corset and brassiere were designed to smooth away bulges. Her posture improved. She lost that fagged-out feeling and gained new energy as well as a new figure.

Your Spencer corset and brassiere will effectively correct any figure fault because every line is designed, every section cut and made to solve your figure problem and yours only.

Spencers are light and flexible yet every Spencer is guaranteed to keep its lovely lines as long as it is worn. No other corset, to our knowledge, carries this guarantee. Yet prices are moderate—depending on materials. Stop experimenting with corsets that lose their shape after a few weeks' wear!

IT'S SO COOL-AND EVERY BULGE IS GONE



LOOK! It's light as a Feather Yet YOU'LL LOSE THOSE BULGES



Have a figure analysis—free

At any convenient time, a Spencer Corsetiere, trained in the Spencer designer's methods of figure analysis, will call at your home. A most interesting study of your figure will cost you nothing.

Send for interesting free booklet "Your Figure Problem"

Look in your telephone book under "Spencer Corsetiere" and call your nearest corsetiere or send us the coupon below for booklet. This will not obligate you in any way.

Copyright, 1939, Spencer Corset Co., Inc.

Write Anne Spencer

for personal advice
FREE on figure faults checked here.

July 10, 1939

Anne Spencer, Spencer Corset Co., Inc. 133 Derby Avenue, New Haven, Connecticut.



Name _____ Address _____

Do You Want to Make Money?

Ambitious women may find business openings as corsetieres in every state. We train you. If interested, check here ☐

Also made in Canada and England at Rock Island, Quebec, and 33 Old Bond, London, W. I.

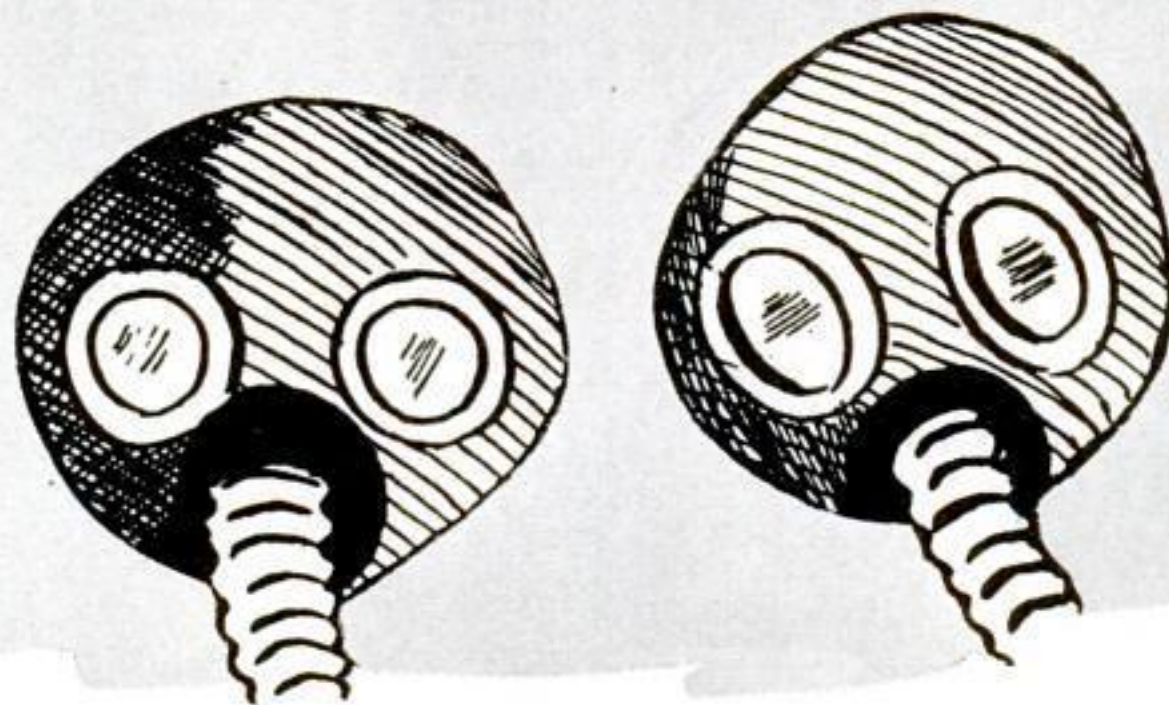
SPENCER INDIVIDUALLY DESIGNED CORSETS



"For some time past there have been strained relations between my husband and certain parts of Europe."



"Trouble is, by the time we are conscripted there may BE no tanks!"



"May I see you home, Miss Chumleigh, after all this rot's over?"



"What do I think of the international situation? Why, I seethe with a wild uncontrollable rage at the mere mention of it!"



"There's a new situation in Europe, Emmie."



"Oi couldn't breeve, so farver punched some more 'oles in it."

SPEAKING OF PICTURES ...THE ENGLISH LAUGH AT WAR

All cartoons copyrighted by "Punch"

War to an Englishman is a serious business that must never be taken seriously. With 7 major wars in the last 200 years safely behind them, the English have learned to treat war as a confounded nuisance that must be gone through every so often at the risk of interfering with long country weekends, punting on the Thames and crumpets at tea. The English realize that if they ever considered their plight seriously they would never stop worrying. Instead they prefer to regard war, like a plague or a pestilence, as a grim subject which must be dismissed with a knowing smile.

It was typical of the British that the World War proved a boon to their humor. A. P. Herbert cut his teeth as a humorist with wartime poems. No other nation produced as whimsical a hero as Captain Bruce Bairnsfather's "Old Bill" (LIFE, May 15).

Faced today with the threat of a second World War, the British are steeling themselves with the same kind of humor. Reproduced here are some recent *Punch* cartoons which deal with "the foreign situation." They try to laugh away war scares as *Punch* once tried to dismiss the entire World War by having a telegraph clerk say: "We ain't allowed to accept foreign telegrams, Miss. There's a war on — on the continent." The only difference is that whereas in early 1914 no *Punch* cartoon foresaw the imminence of war, today's *Punch* is prophetic.

Most Britons feel like *Punch*'s irate radio listener (below, right). They are sick of hatreds (above, right) and bored with new crises (below, far left). Though shocked by seeming futility of "Progress" (see p. 9), they would like nothing better than to return to the pleasures of life, where a man can see a girl home without fear of air raids (opposite page, second row).



"But if you don't hate Hitler or the Germans, Mussolini or the Italians, or the Government or the Socialists or the working-classes, who in thunder DO you hate?"



Pandora's Box: "Be a bit less gloomy—or I'll . . ."



"Owing to the international situation it has been thought inadvisable to proceed with the next item, a little sketch entitled 'The Stolen Battleship.'"

The
Honorable Señor
JOSÉ GARCÍA MONTES

*Secretary of Agriculture
Republic of Cuba says*

"As Secretary of Agriculture of the Republic of Cuba and as a Cuban, I naturally have a keen interest in Cuban tobacco. You have blended your new WHITE OWL skillfully to catch a true Havana flavor."



A brand new Blended-with-Havana cigar —approved by Havana itself

CERTAINLY the most expert appraisers of the taste of Havana tobacco are to be found in Havana itself. So we took the new Blended-with-Havana White Owl down there to test it. We selected prominent Cubans—such as Señor José García Montes, Cuban Secretary of Agriculture—gave them some of the new White Owls to smoke. Without exception they all praised the rich Havana flavor of this new cigar.

We are proud of this new cigar. We're proud of the Havana tobacco we use in it . . . it's a really good grade. Does that sound unbelievable for a 5¢ cigar? Well, we are America's largest buyers of Havana tobacco and we know what we are talking about. Fact is, it's the same type of Havana tobacco that is used in popular cigars costing 10¢ and more. And there's a generous helping of fine Havana in each new White Owl, too.

We could go on and on telling you about the new White Owl, but the only way for you to find out how good it really tastes is to smoke one. If you enjoy a good cigar, try one of the new White Owls today. Your taste will tell you why it wins the honors—even in Havana.

New WHITE OWL-5¢

New
INVINCIBLE

Your choice of 2 shapes

Another "10¢" feature—now yours for 5¢ . . . a choice of shapes to suit your smoking taste. A long, trim, new *Invincible*. And a rich, full-bodied, new *Club House* shape. You get the same amount of tobacco—the same mild blend in either size—only the shape varies.

New
**CLUB
HOUSE**

SEE HOW THE NEW
WHITE OWLS ARE MADE—
NEW YORK WORLD'S FAIR, 1939

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Copyright, 1939, by General Cigar Co., Inc.

**BLENDED
with
HAVANA**



SPEAKING OF PICTURES

(continued)

The English take a look at "Progress"

All Cartoons © "Punch"



CAVE-MAN ERA



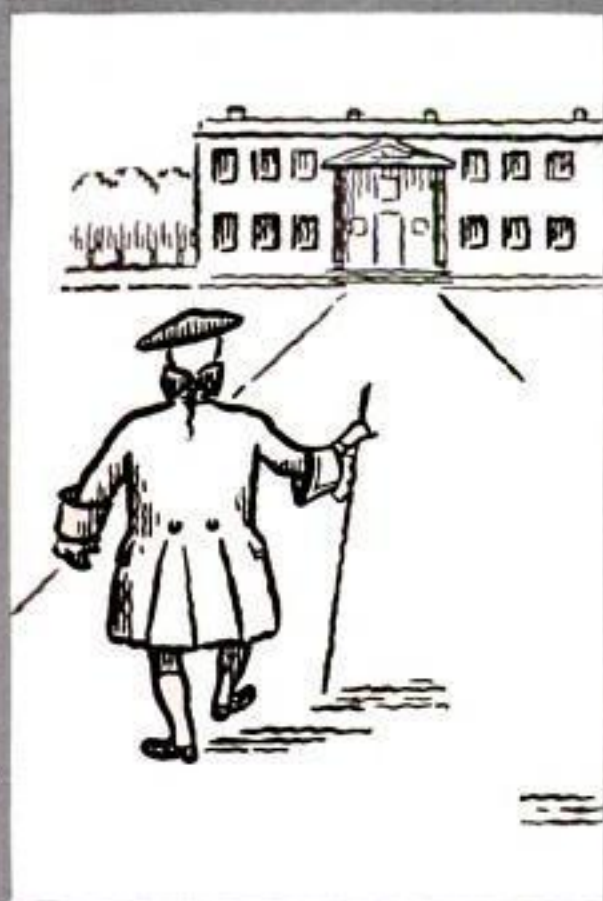
PASTORAL ERA



THE MIDDLE AGES



TUDOR ENGLAND



GEORGIAN ENGLAND



THE VICTORIAN ERA



MODERN AGE

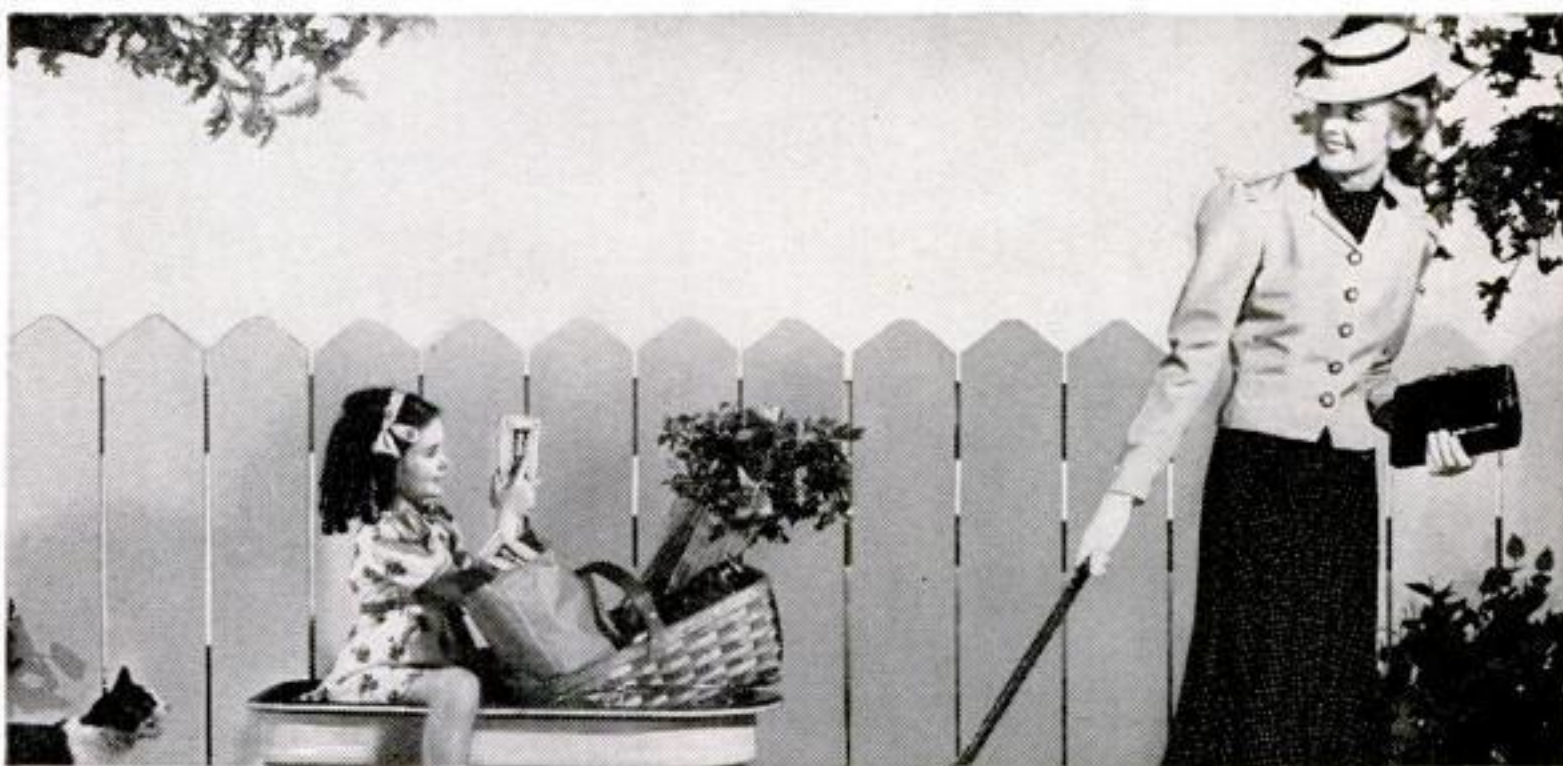


THE COMING ERA

HOW TO LAUGH AT SNOOPERS



SNOOPERS live in every neighborhood. They just love to snoop and snoop! And my, how their tongues do waggle and waggle—if they eye your wash-line and see tattle-tale gray!



WHAT TO DO? Listen to this: Tattle-tale gray means left-over dirt. It means your soap is so weak-kneed it doesn't wash clean. So run to the grocer's as fast as you can and change to the soap that gets out ALL the dirt. Change to Fels-Naptha Soap!



THEN TURN ON THE SMILES and grin all over—every time you catch a snooper peeking at your wash. For Fels-Naptha's richer *golden* soap and dirt-loosening *naptha* whisk out tattle-tale gray like magic. They get clothes so dewy-fresh and white you'll be proud to have *everybody* snoop at them!

COPR. 1939, FELS & CO.

**BANISH "TATTLE-TALE GRAY"
WITH FELS-NAPTHA SOAP!**

TUNE IN! HOBBY LOBBY every Wednesday night. See local paper for time and station.

RUN NO RISK!



**YOU...YOUR FAMILY...YOUR CAR!
CAN NOW BE
COMPLETELY SAFE!**

As Necessary As
**4-WHEEL BRAKES
ALL-STEEL BODY
SAFETY GLASS**

GOODYEAR LIFEGUARDS

LIFEGUARD is a trade-mark of The Goodyear Tire & Rubber Company.

LIFEGUARDS prevent accidents! Now you don't have to risk any danger from blowouts! You... your family... and your car can be as *completely protected* against blowout dangers as if blowouts didn't exist!

LifeGuards take all of the danger out of blowouts! Pioneered and developed by Goodyear... proved by countless millions of miles of service in the hands of hundreds of thousands of owners... LifeGuards have become accepted as motoring's fourth great safety achievement!

They're as necessary to *complete motoring safety*

as 4-wheel brakes, all-steel body and safety glass!

A Safety Tire Within Your Tire

LifeGuard is considered by many as Goodyear's greatest achievement. Unquestionably it is Goodyear's greatest safety achievement!

LifeGuard is a 2-ply safety tire built inside an extra-sturdy tube which replaces the conventional inner tube in your tire. If outer casing and tube blow out or collapse from any cause, LifeGuard remains inflated long enough to enable you to bring your car to a smooth, controlled stop. No weave... no lurch... no

wheel-fight! A blowout becomes merely an incident... not an accident!

Only Goodyear Makes LifeGuard

LifeGuard is an exclusive Goodyear development! Don't confuse LifeGuard with so-called puncture-proof tubes, which afford no protection against blowouts.

In sizes available, LifeGuard fits any make of tire, new or now in service. New tires need LifeGuards, because no tire—not even the finest built—is blowout-proof... no tire is puncture-proof! Old tires need LifeGuards, because the likelihood of a blowout increases as the tire wears.

So don't wait until you buy new casings. Put LifeGuards in your present tires. LifeGuards will outwear more than one set of casings, and you can easily transfer them to new tires later, or to another car when you buy one!

In the meantime, don't run any risk with your safety...your family's safety...your car's safety. Get LifeGuards from your Goodyear dealer or your car dealer! *You can't get better protection to save your life!*

★ ★ ★

PAY FOR THIS SAFETY AS YOU RIDE!

Your car dealer can equip your new car with LifeGuards—in sizes available—from his own stock, or arrange to have it equipped through local Goodyear dealers. The slight extra cost can be added to your financing plan or handled on an Easy Pay Plan.



CASING FAILS!



TUBE BLOWS!



SAFE ON LIFEGUARD!

**LIFEGUARDS
PREVENT
ACCIDENTS!**

NOT A TIRE...NOT A TUBE...BUT AN ENTIRELY NEW SAFETY INVENTION!

Modern successor to the inner tube, the LifeGuard replaces the conventional tube. It is a 2-ply safety tire inside a tube... both inflated through the same valve. If casing and tube fail, front or rear, the inner tire holds air to support the car until it can be brought to a smooth, safe stop. A LifeGuard-equipped car may be readily identified by the yellow and blue valve stems.

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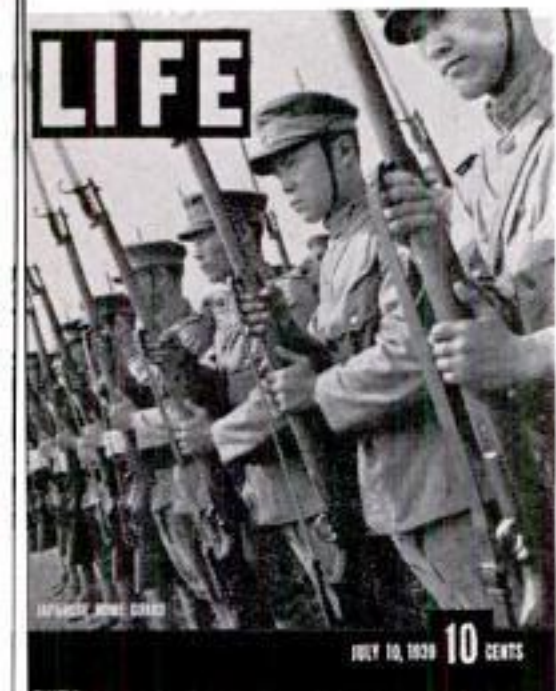
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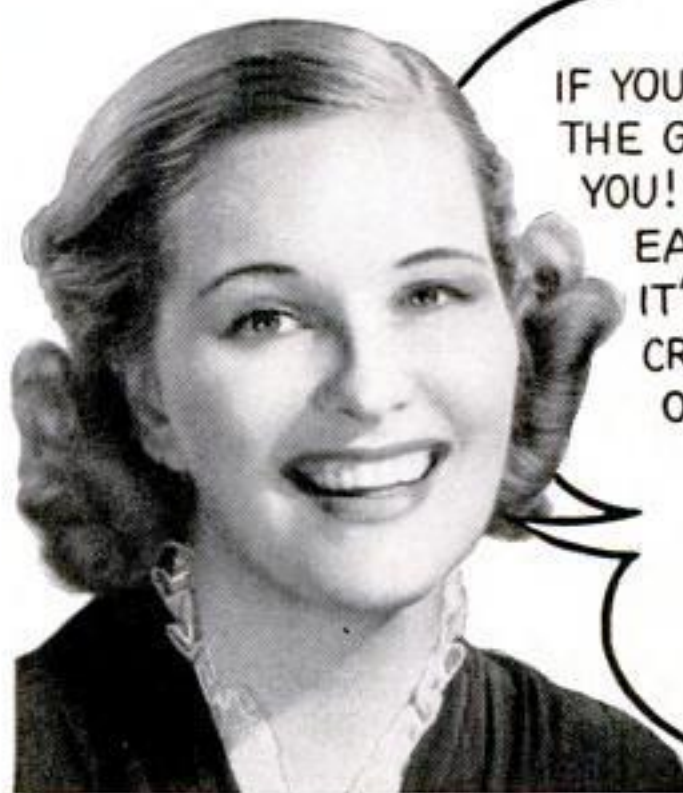
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LIFE'S COVER: July 7 is the second anniversary of the Marco Polo Bridge Incident, which started the Japanese invasion of China. Into its vast neighbor, Japan has poured 2,000,000 men and is training more, like the conscripts on cover, photographed at Tokyo barracks. Though Japan has conquered most of China's big cities and overrun the eastern provinces, the war is not won. Her best soldiers Japan has never sent to China but has kept at home and in Manchukuo for a possible war with Russia. On pages 48 to 55 LIFE examines Japan's home front.



IF YOU HAVE LACKED VITAMINS, DISCOVER THE GRAND THINGS THEY CAN DO FOR YOU! AND TO HELP GET YOUR VITAMINS, EAT COOL CRISP **KELLOGG'S PEP**. IT'S A MARVELOUS TASTING CEREAL - CRUNCHY GOLDEN FLAKES OF BRAN AND OTHER PARTS OF WHEAT ENRICHED WITH VITAMINS **B₁** AND **D**. GET **PEP** AT YOUR GROCER'S. EAT IT EVERY DAY, AND SEE IF YOU DON'T HAVE MORE ZIP AND ZEST!



Vitamins for pep! PEP for vitamins!

*Pep contains vitamins B₁ and D. Each ounce contains 1/5 of an adult's and 4/5 of a child's daily requirement of B₁, and about 1/2 the daily requirement of D.

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“Imagine getting flowers from an Elephant!”

1. Here's the story. Yesterday I found a memo on my desk: “Get circus clown named Gustav to perform for kids with Algernon, his trained elephant!” Such is life in a Children's Hospital!



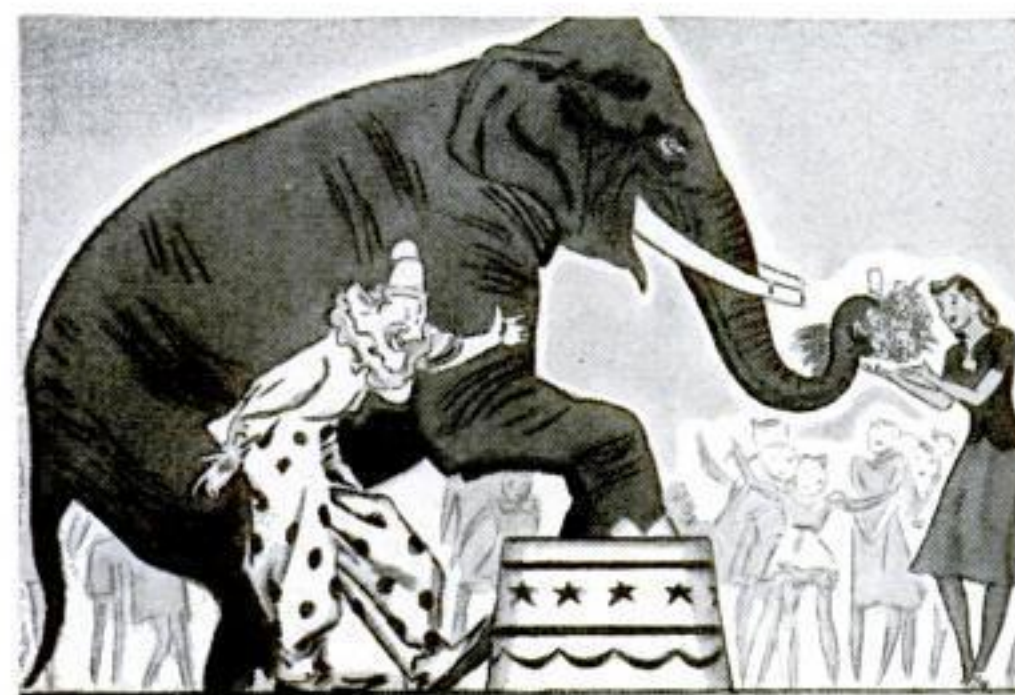
2. So I trudged over and located Gustav at the circus lunch counter. Heavens! Without his make-up, he didn't look at *all* funny . . . just tired, and terribly peevish. But I got my spunk up and asked him to perform.



3. “Mam'selle, I mus' refuse. I am too tired to work,” he sighed, with a weary gesture at the coffee urn on the counter. “It is because of that coffee. I love the coffee so much. But when I drink it I cannot sleep.”



4. “I can fix that,” I said: “if caffein keeps you awake you should drink Sanka Coffee. Perfectly gr-rand coffee! But 97% of the caffein is taken out. You can drink it and sleep.” “Hmmm,” said Gustav. “We will see.”



5. Lo and behold, who showed up this morning but Gustav and the elephant! After the show the elephant presented me with a big bouquet. On it was a note: “Thanks for marvelous Sanka Coffee. I sleep like top! Gustav.”



6. So I quickly scribbled a note for Gustav. It read “The Council on Foods of the American Medical Association says, ‘Sanka Coffee is free from caffein effect, and can be used when other coffee has been forbidden.’”

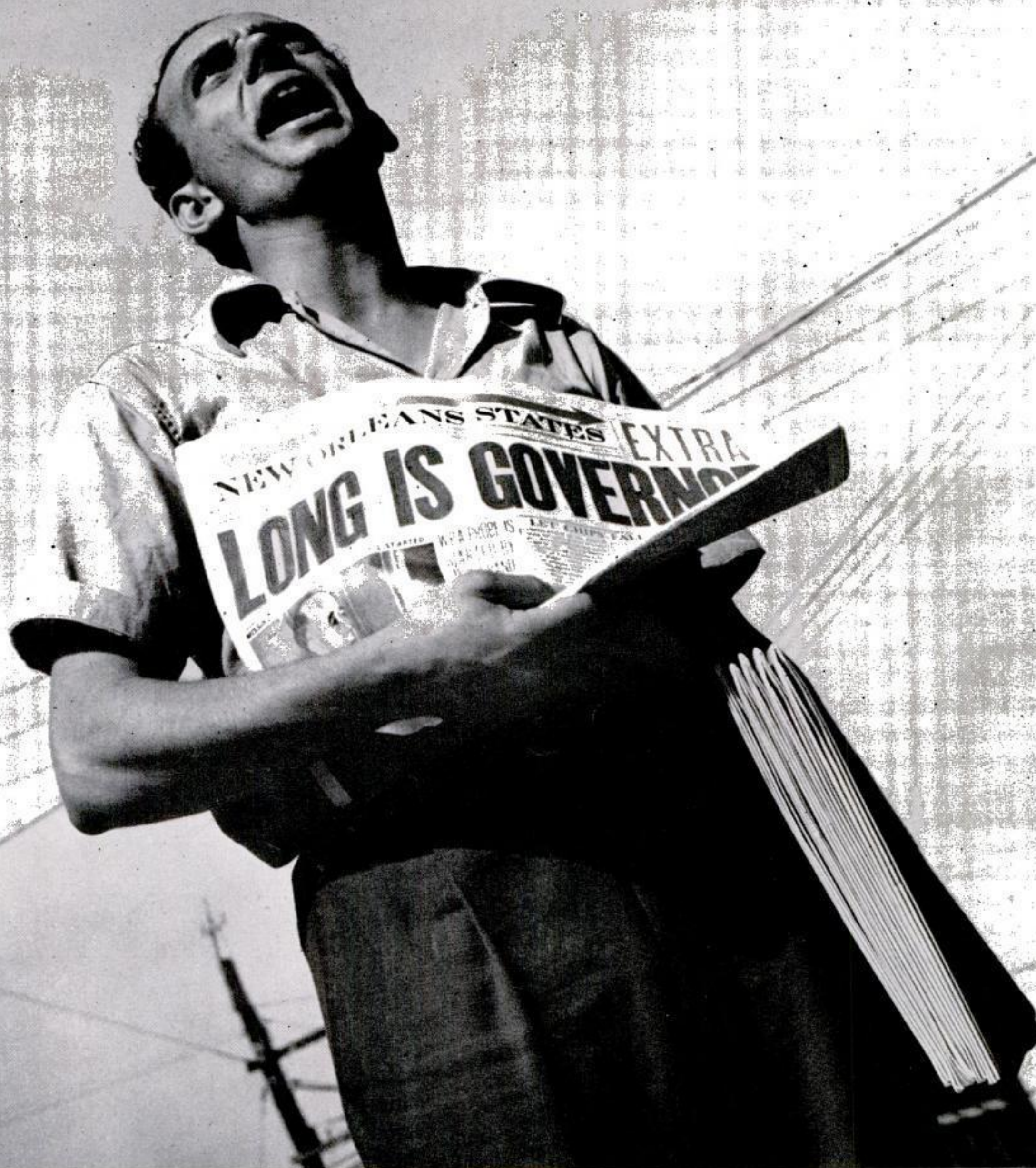


SANKA COFFEE

REAL COFFEE...97% CAFFEIN-FREE...DRINK IT AND SLEEP

“Drip” or “Regular” Grind. Get a Can at Your Grocer's Today

Cooling as a sea breeze—Try ICED Sanka Coffee. Be sure to make it strong—as all good iced coffee should be made—one and a half heaping tablespoons to a cup of water.



NEWSBOY FOR THE NEW ORLEANS "STATES," PAPER WHICH TOUCHED OFF LOUISIANA'S LATEST EXPLOSION, PROCLAIMS THE ACCESSION OF HUEY'S BROTHER, EARL

ANOTHER LONG COMES TO POWER IN LOUISIANA AS SCANDALS SHAKE STATE MACHINE

During the week ending July 1, the political caldron that had simmered in Louisiana since the death of Huey P. Long four years ago suddenly bubbled over. All in a few days the local WPA was shaken with charges of miserable graft, the Governor's office changed hands, and the head of big gaudy Louisiana State University, Huey Long's pride and delight, vanished, a fugitive from justice, accused of embezzling \$500,000 to cover his bad guesses on wheat.

The lid first lifted June 7, when to the city desk of the New Orleans *States* there came a tip that building materials, fabricated by L.S.U. workmen for the campus, were being diverted to the use of state politicians and their friends. Under assignment, Reporter Meigs O. Frost and Photographer Wilfred D'Aquin trailed a certain L.S.U. truck, loaded with newly-hewn window-sashes and other carpentered

items, to the home of James McLachlan, a colonel on Governor Leche's staff. There through surrounding shrubbery, they photographed laborers at work on McLachlan's house, unloading the materials (*see p. 15*).

Anti-Leche forces at once began to move. In Washington, affidavits were filed with the Attorney General's office, alleging that WPA labor and materials had gone into the private construction jobs of local bigwigs, that workers had been forced to kick back 5% of their wages. One statement described the sudden flight of Negro WPA workmen when inspectors approached a private project: "Jimmy Marshall, who was the WPA foreman, instructed these men to 'get the hell away from this building and beat it back to the [L.S.U.] Coliseum, you black * * *'. The inspectors are coming, and don't let them see you."

On June 21 Governor Leche announced that arthritis—from which he had suffered painfully for several months—would compel him to resign. But before his resignation, Dr. James Monroe Smith, president of L.S.U., suddenly threw up his job and dumped a spectacular new scandal into the lap of the harassed Leche administration. In the face of this new scandal Gov. Leche hesitated for a few days. On the night of June 26 Governor Leche retired to private life and Lieut. Governor Earl K. Long, younger brother of Huey, took over the State the Kingfish had once controlled.

The quick sequence of events left Louisiana breathless. Apparently unrelated, the University and WPA scandals were symptoms of the same political disease: fatty degeneration of the once potent smooth-functioning Long-led Louisiana State machine.



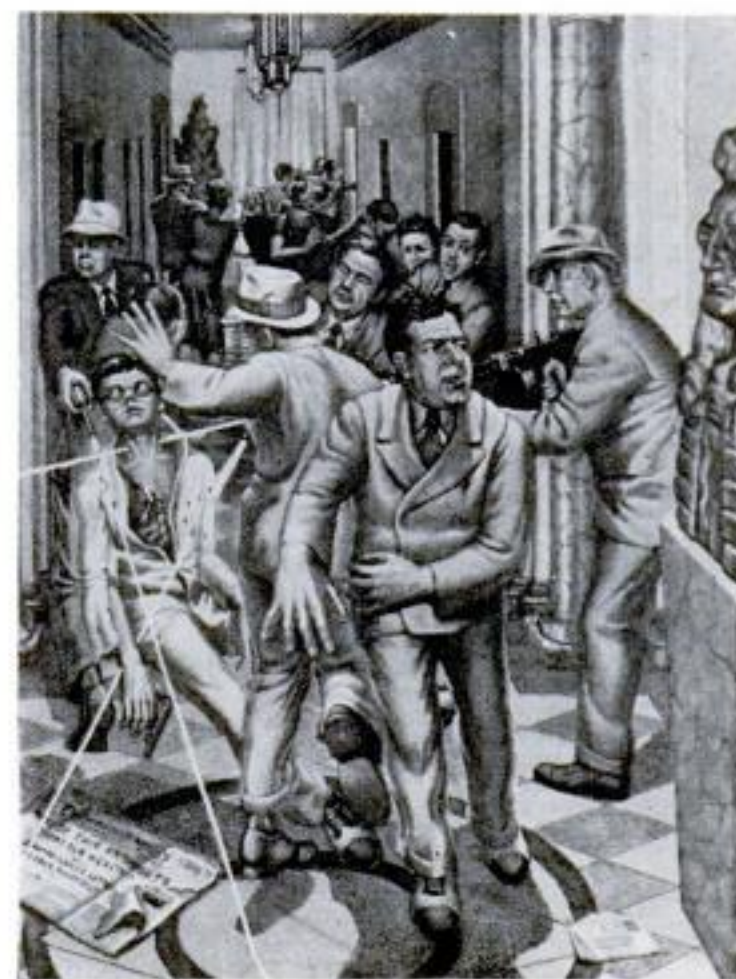
GOVERNOR LONG TAKES HIS OATH OF OFFICE IN EAST ROOM OF THE EXECUTIVE MANSION. R. TO L.: EARL LONG, MRS. LECHE, EX-GOVERNOR LECHE, JUDGE LAND, MRS. LONG

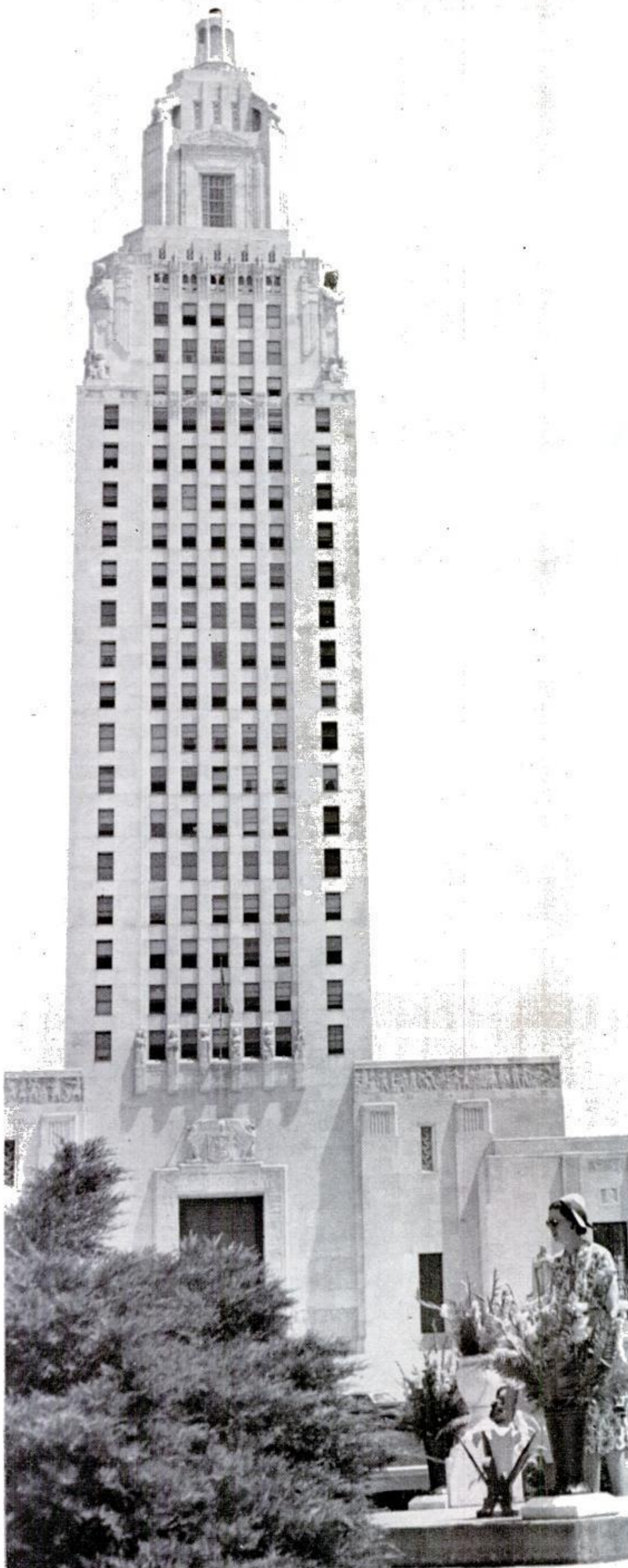
EARL LONG EMERGES AT LAST FROM HIS BROTHER'S SHADOW

Louisiana's new governor is a hard-faced, hard-driving man of 43 who has a good deal of his brother's shrewdness and ambition, little of his wit and charm. He did not always find it pleasant to live in the Kingfish's shadow. During Huey's reign as governor, Earl contented himself with a few scraps from the Long table. But in 1930, when he sought the post of lieutenant-governor, Huey spiked his candidacy and he finished last. Three years later Earl had his revenge. A Congressional committee invaded New Orleans to investigate charges of fraud in a Senatorial primary. Before a gaping throng Earl coldly charged his brother with taking a bribe. "That's a lie!" roared Huey, "Liar Earl Long!" Snapped Earl: "You think you're the whole show!"

Following Huey's assassination (see inset at right of

McCrady painting, LIFE, June 26), Earl joined the new dominant triumvirate that included Richard W. Leche and Mayor Robert S. Maestri of New Orleans. The following year he ran for lieutenant-governor under Leche and was elected easily. Last week Louisiana tried to guess what his policies would be. They recalled that only last March, as Acting Governor, Earl Long showed some of his brother's predilection for the mailed fist by threatening to muster the National Guard during a strike of strawberry pickers. For the time being at least, it seemed probable he would continue the Leche policies of friendship with Washington and lavish expenditures on public works. On the night of his induction (above), his only public statement was an enigmatic quotation from Proverbs: "Better a little with righteousness than great revenues without right."

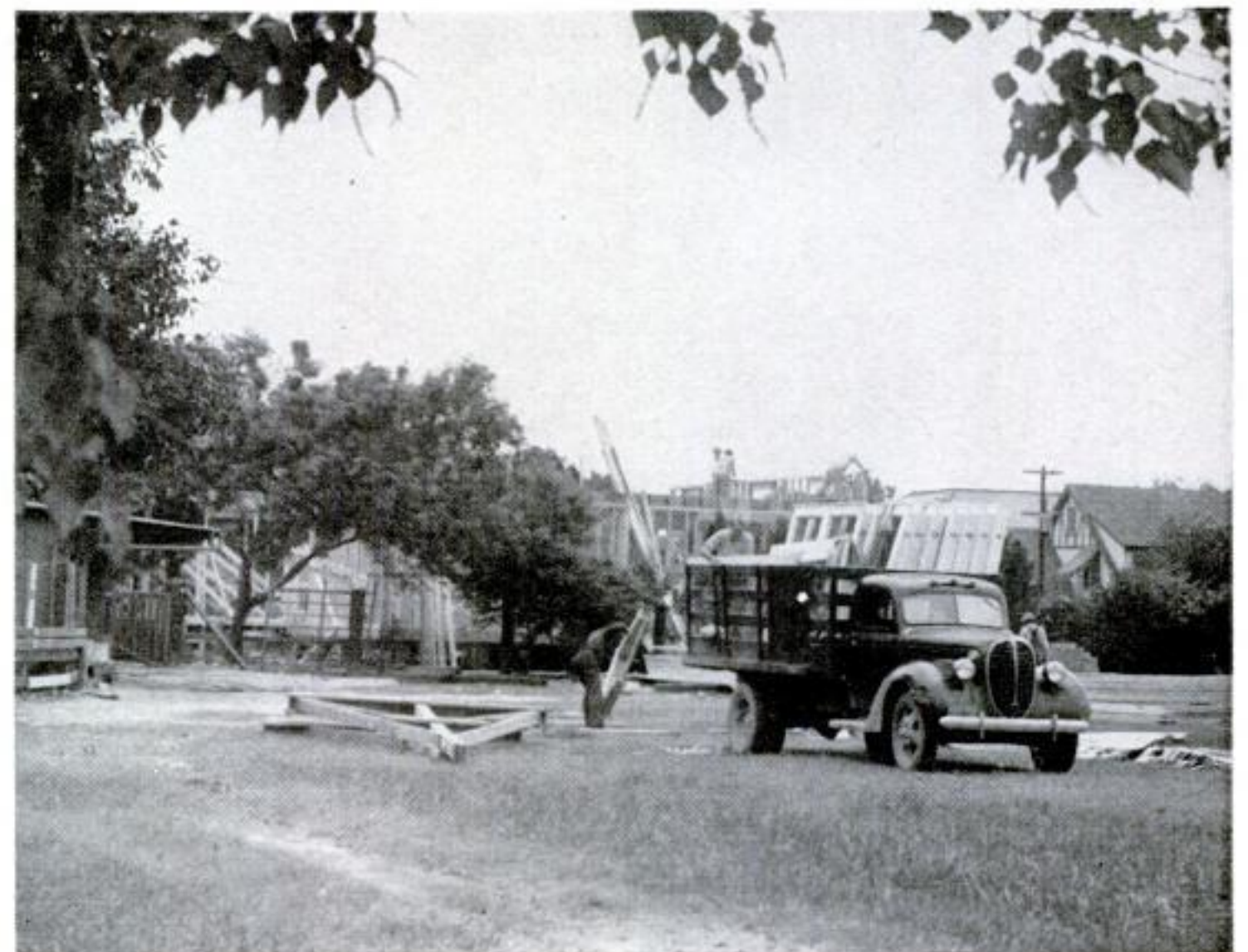




The Louisiana State Capitol, built by Huey Long at a cost of \$5,000,000, is 33 stories high, with lavish sculpture and landscaping. Long gave Louisiana fine buildings, roads and bridges. The Capitol now forms the headstone of his tomb (right foreground) on the lawn.



Louisiana's potent triumvirate—Earl Long, Mayor Maestri of New Orleans, Richard Leche—confer in executive mansion a day after announcement of the sick Governor's resignation. Severe arthritis had determined Leche to retire some time before recent scandals broke.



First rip in fabric of the Louisiana State machine was this picture, published in the New Orleans States, June 9, showing workmen unloading State building materials on property of James McLachlan, a colonel on Governor Leche's staff. The truck belongs to L.S.U.



First act of new Governor Earl Long was to place all of the flowers that had sweetened his inauguration ceremonies on the tomb of his brother Huey outside the State Capitol. Huey's sarcophagus is copper-lined, hermetically-sealed and surrounded by cypress trees.

(continued)



The L. S. U. Stadium was partially built by the WPA, is now the center of WPA activity on the campus. It is unique in that the space under the stands is used for dormitories.

UNIVERSITY IN POLITICS, L.S.U. ENDS NINE-YEAR SPREE AS SMITH DISAPPEARS



DR. SMITH OF L. S. U.

Less than a week before he fled from the campus over which he had presided for nine years, Dr. James Monroe Smith told New Orleans businessmen: "I'm not in politics, but I do believe in getting along with politicians." That candid statement explained why his sudden retreat from creditors and justice caused not merely an academic but a Statewide scandal. Louisiana State University, since its renaissance in 1930, has been inextricably tangled in politics. It was the baby of Huey Long.

The Kingfish's interest in L. S. U. sprang from his hatred of its rival, Tulane. When Huey was young he studied law at Tulane, and Tulane refused him a degree. Huey passed the bar examinations without it. "I'll make their goddam university look like a cross-roads country schoolhouse," he raged. To help him boom fusty old L. S. U., he sought a docile, discreet president. He found one in Dr. Smith, a onetime country teacher "with a hide tough as an elephant's." Under the Smith-Long aegis, \$13,500,000 (\$2,000,000 from the State; \$2,600,000 from WPA and PWA) were poured into dormitories, stadia, academic halls (see below). A super-soda fountain went into the Huey Long Field House. In the music building, 100 grand pianos were installed in soundproof rooms. Many a Tulane scholar was hired away to L. S. U. Through all this immense burgeoning, Dr. Smith sat tight in his great mansion and collected his \$18,000 a year.

The joyride continued even after Huey's death. Leche Hall arose and WPA and State funds flowed as generously as ever. But on June 25 Dr. Smith disappeared. It was charged that he had borrowed \$500,000 for the University from Louisiana banks, then used it to cover personal losses in wheat speculation. On June 30 a grand jury indicted him and police searched for him from the Gulf of Mexico to the Canadian border.



Basketball courts take up only a nook in L. S. U.'s huge new gymnasium. In it are held livestock shows, exhibits, meetings.



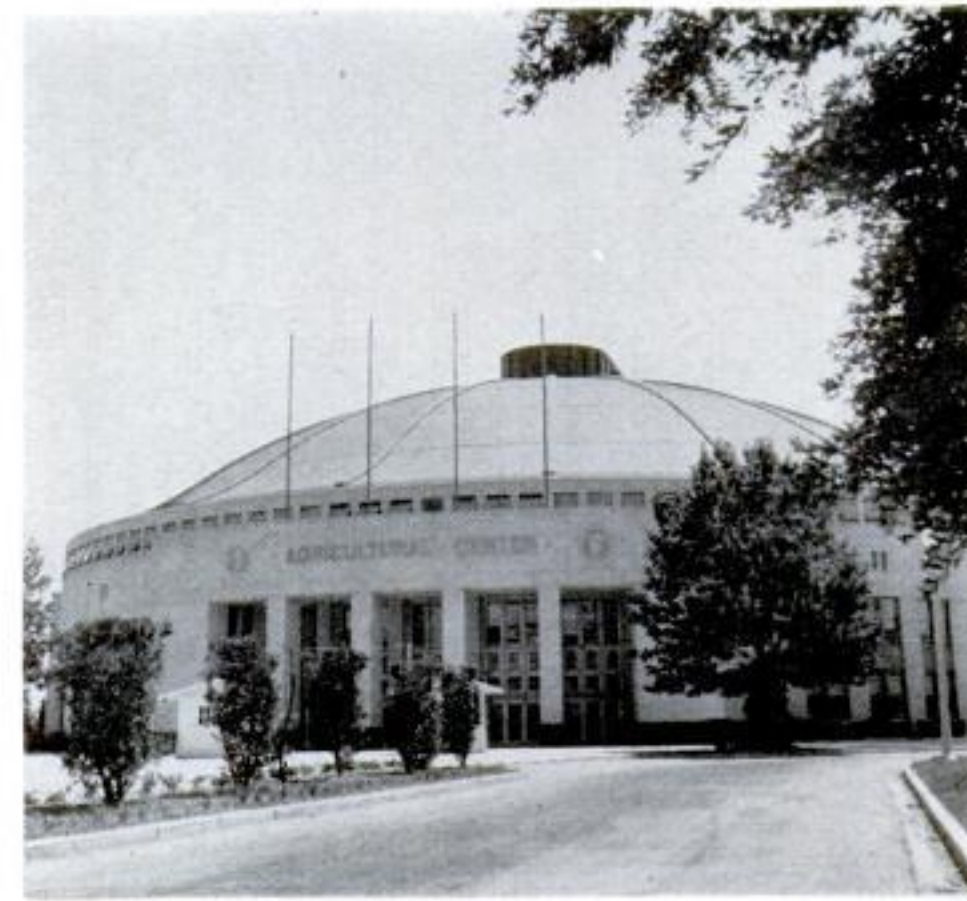
College baseball park cost \$40,663. Of this WPA put up \$6,606. The N. Y. Giants once used it for spring training.



French House is a meeting place for foreign and American students. Of the \$119,126 it cost, WPA furnished \$12,710.



The lake gives students a place to canoe. CWA built it with \$24,965. Into it went only \$100 of L.S.U. money.



The Coliseum is one of the handsomest landmarks on the campus. It cost \$901,415. WPA investment was \$156,453.



Waiting for Louisiana's new Governor, dozens of politicians, hangers-on, news buffs and curious bystanders congregated in the lobby of Baton Rouge's Hotel Heidelberg soon after rumors of Governor Leche's resignation began floating

around. In every capital city certain hotels become centers of political activity. In Boston it is the Parker House. In Washington it is the Mayflower, the Wardman Park, the Willard. As the Baton Rouge situation amazingly unfolded,

the Heidelberg's lobby filled with linen-suited, perspiring men, eager to be in at the start of a new regime. A little after 7 p.m. on June 26 they streamed over to the executive mansion and hailed their new Kingfish, Earl K. Long.

LIFE ON THE NEWSFRONTS OF THE WORLD

Lord Halifax carries burden of a jittery week; Roosevelt bawls out muddled Congress

Europe had the jitters bad last week. Rumor after rumor shook the Continent. Hitler was going to move again and this time, so many Europeans felt, it would really mean war. In the capitals there was unusual gaiety (see p. 21) but a desperate sort of gaiety because everyone knew that they might be dancing on the eve of disaster. Not until late in the week did a cheerful rumor come: Hitler would leave Danzig alone until he visits that city in late July. In London a newspaper placard cried: "ALL QUIET."

The most worried man in Europe was the towering High Church aristocrat who is Britain's Foreign Secretary, Edward Frederick Lindley Wood, third Viscount Halifax, a man who hides the convictions of a feudal aristocrat behind a gentle, murmurous courtesy. He knew that the most important fact in Europe is whether or not Soviet Russia allies itself with Britain and France against the Fascist states. He knew that Japan's sudden challenge of Britain at Tientsin (LIFE, July 3) was designed to frighten Russia out of the alliance. But as the week progressed, Crisis faded out in Tientsin and Asia, and reappeared, like a Cheshire Cat, in Central Europe (see p. 20). Once a Communist-hater, Halifax was said to have turned into the foremost English champion of an alliance with the Bolsheviks and war on Germany. He listened to Hitler's tirades once, a year ago, and did not like it. Hitler mistook his gentleness for pusillanimity. Last week Halifax delivered the strongest speech a British Foreign Secretary has delivered in 20 years. Carrying Britain's pledges in Central Europe farther than ever before in British history, he said, "We are resolved to use at once the whole of our strength, in the event of further aggression. We have an unchallengeable Navy. Our Air Force has now nothing to fear from any other. Its personnel is superior to all others. Our Army, once derided, but which survived to prove its worth so that it made a boast of that derision, is undoubtedly small. We know that if international law and order is to be preserved, we must be prepared to fight in its defense. We are told that our motives are to isolate Germany. . . . Germany is isolating herself and doing it most successfully and most completely."



HALIFAX

The big gun of His Majesty's Opposition, Winston Churchill, last week called Lord Halifax "an Englishman, a fox-hunter and a friend." Later he warned Hitler to "pause—consider well." Anthony Eden told England to "be tough; look tough; talk tough; act tough."

The French were far gloomier. Having done a great job of mobilizing France in six months, Premier Daladier called the situation "the most delicate in 20 years," as he got the Chamber of Deputies to adjourn. Simple Foreign Minister Bonnet, figuring with the celebrated French logic that an anti-Fascist U. S. must automatically fight for France in wartime, invited the U. S. to join up. He was heartily rebuffed by the U. S. Government.

Monolog of the week was published by the Paris *Epoque* purporting to come from Adolf Hitler: "The die is cast. Our backs are against the wall. It is not a question of knowing if I'm right or wrong in posing so brutally the consequences. We must have our

way, whatever the cost, in the few weeks which still separate us from the autumn months. Some of you will perhaps tell me that if that is my decision a general war will result. If so, so much the worse. The democracies will fall to their knees when it comes to a showdown. The *bourgeoisie*, well fed and pacific, will impose peace." This masterpiece is supposed to have been delivered to Göring, Goebbels, Ribbentrop, Himmler and the Reichswehr generals.

War in Washington. The annual Governors' Conference took place in Albany. On June 28, the 24 governors who attended motored down the Hudson River to Hyde Park. There at luncheon on the lawn (below: Stark of Missouri and Cochran of Nebraska



ROOSEVELT AND GUESTS

at the President's table) everything seemed amiable. The cool breeze which blew made things pleasant for everyone except Governor Lehman of New York, into whose lap it dumped a flower vase. "There was so little water in it," reported Eleanor Roosevelt in *My Day*, "that I don't think he was very wet."

But the President was really feeling neither cool nor amiable. He was burning with rage because the Senate had stripped him of his power to devalue the dollar. He issued a scalding accusation that the Senate was handing control of the dollar over to speculators, then rushed off to the wars in Washington where Congressional confusion was hourly growing worse confounded. By week's end, the President had been in three big battles and had won none of them.

The Battle of Devaluation found the President opposing an ill-mated alliance of hard-money Republicans and Democrats and easy-money Democratic silverites. The former wanted to end the President's power to devalue the dollar. The latter wanted to raise the Treasury price of silver. But when the conference report on the bill came back to the Senate, the anti-devaluationists found that their silver allies had betrayed them for a price of 70¢ an ounce. They thereupon filibustered until midnight, June 30, came and the bill which gave the President the power to devalue had lapsed. Then Congress adjourned over the Fourth of July.

The Battle of Relief was nobody's victory. President Roosevelt signed a bill which gave him the \$1,500,000,000 WPA grant he had requested. But he denounced certain of its provisions, notably—compulsory 30-day furlough for workers on relief more than 18 months; abolition of wage differentials which will probably lower Northern relief wages, raise Southern; abolition of the Federal Theatre.

The Battle of Neutrality was going against Roosevelt. He wanted to remove from neutrality legislation the mandatory ban against exporting arms to warring countries. The House refused to remove the ban, relaxed the new neutrality law on only one point. "Implements of war" may be exported. "Implements" include oil, airplanes and autos, all now embargoed.

Murderous Yankees. Last week it looked as though the New York Yankees had begun to knock the game out of baseball. In a double-header against the Philadelphia A's the Yanks took their afternoon exercise by flipping off four records while winning both games, 23-2 and 10-0. The records: eight homers in one game, 53 total bases in one game, 13 homers in two consecutive games, three homers in one inning for the tenth time by one team. In all four cases the Bronx



DONALD

Bombers were merely breaking their own previous records. Moaned the *New York Daily News*: "Home runs are taking the art out of baseball. People will tire of the game."

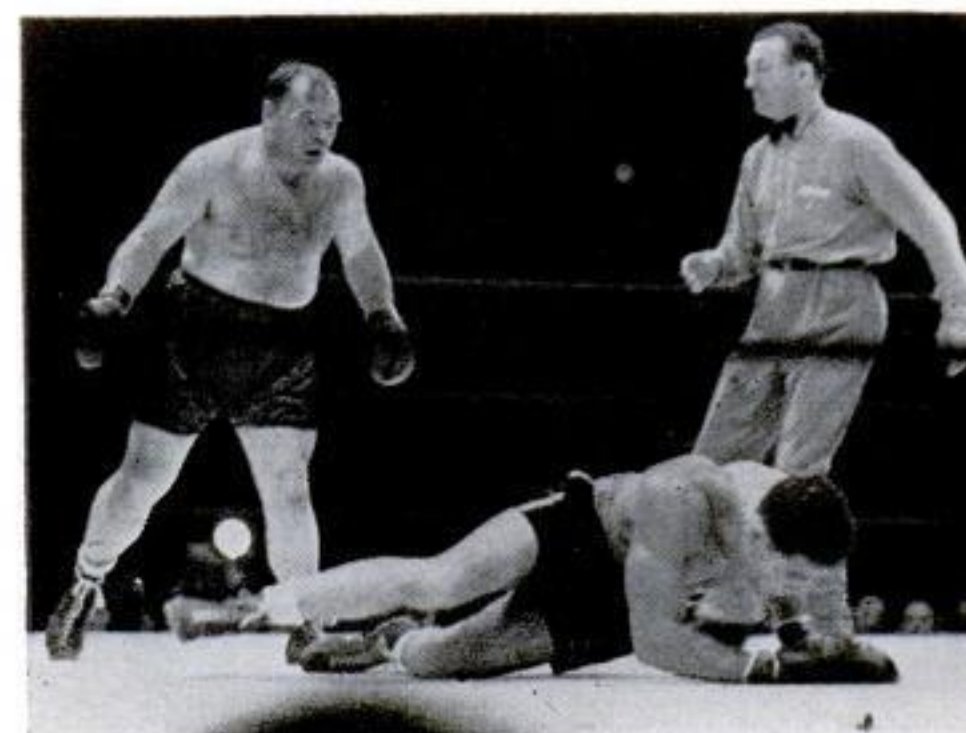
The Yanks next day used their rookie, Atley Donald, to beat the Washington Senators. It was Donald's ninth straight victory of the year.

PICTURE OF THE WEEK

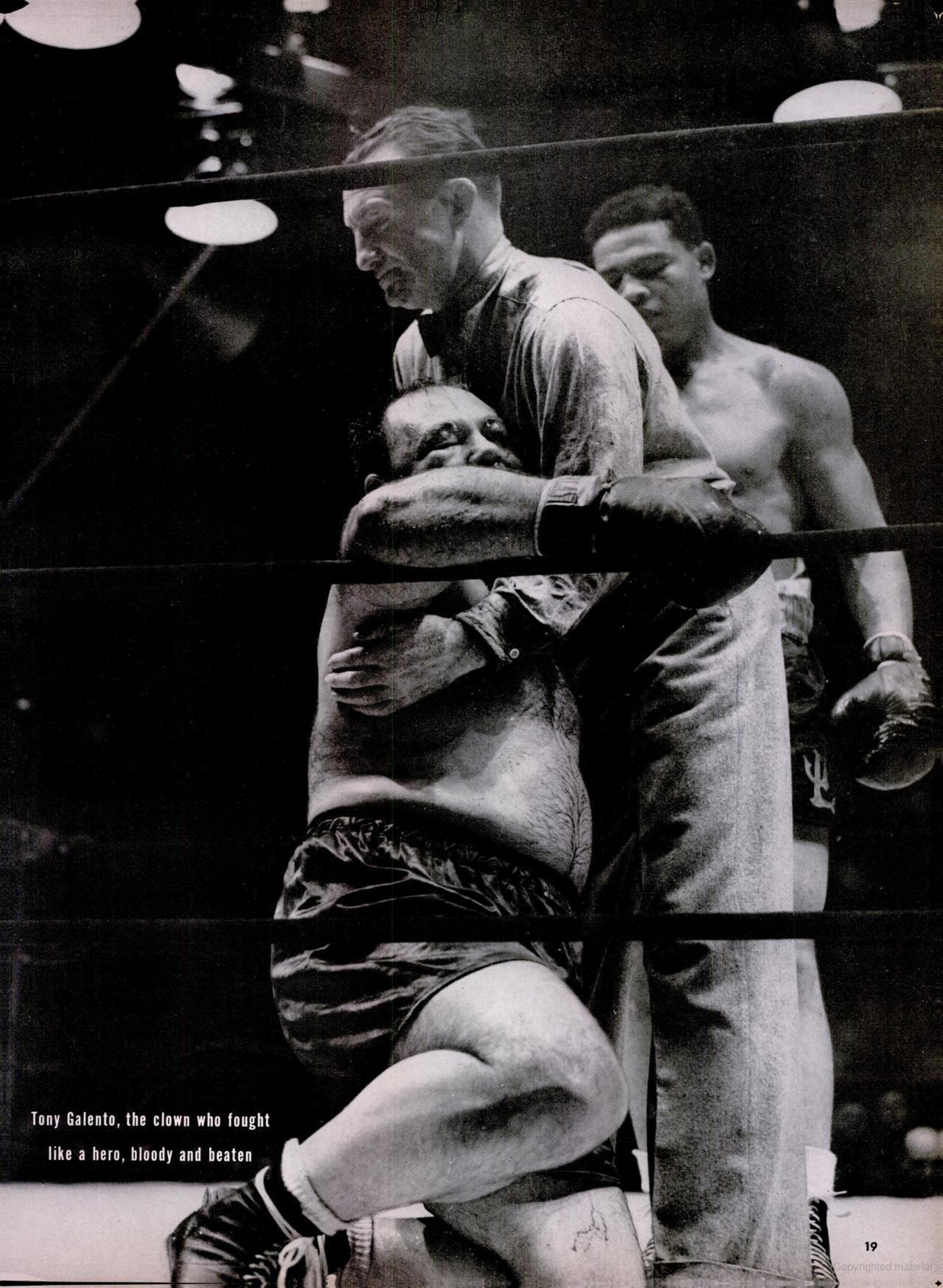
At Yankee Stadium, on June 28, Tony Galento slumped into the arms of Referee Arthur Donovan. It was the fourth round of a heavyweight fight for the world's championship, and fat Tony, the beer guzzler, had just been knocked out on his feet by Joe Louis.

Tony went down fighting. For three rounds he belted and battled like an enraged water buffalo. Once, to the surprise of nearly everybody, he caught Louis with a sweeping left hook, sent him sprawling on the canvas (below). But Tony, with all his courage, could not last. In the fourth round, Louis cut him to pieces. Lefts and rights pounded against his paunchy body and scarred face, until he was spraying blood all over the ring. He was unconscious when Referee Donovan stopped the fight, practically lugged him to his corner. Doctors had to take 23 stitches in his face.

The thrilling fight reminded many of another bout: the Dempsey-Firpo battle of 1923 in which Jack Dempsey, knocked clear out of the ring, climbed back to knock out Firpo. But Jack Dempsey himself was not at the Stadium to be reminded. He was home with a stomach-ache which next day turned out to be acute appendicitis and then peritonitis. Doctors gave Dempsey a 50-50 chance to live. The hospital was deluged with anxious calls. Dempsey's restaurant was crowded with people awaiting bulletins. Taxi drivers quieted their horns passing the hospital. Kids sidled up to ask "How's Jack?"



GALENTO AND LOUIS



Tony Galento, the clown who fought
like a hero, bloody and beaten

CRISIS NO. 7: DANZIG

The whole world suddenly thought it knew the answer last week to the great question of which way Hitler is going to jump next. The world's answer was Poland. The pretext was the Free City of Danzig, a ward of the League of Nations whose finances and customs are legally controlled by Poland and whose citizens are unequivocally German. Germany would benefit scarcely at all by the addition of the 754 square miles and 407,000 people of Danzig. Poland would not particularly suffer by their loss, having a much better port in Gdynia, right next door to Danzig. But the Poles feel certain that Danzig would be only the first step in the gobbling of the whole Polish Corridor to the Baltic Sea.

Last week's case of nerves was based on relatively small facts. It was Polish Navy Week and at Gdynia Poland's President Moscicki said, "The Baltic Coast, Pomorze, Danzig and Gdynia are our air and sun." Poland's fleet steamed through the Gulf of Danzig past Gdynia and 80,000 Poles swore to defend it to the death.

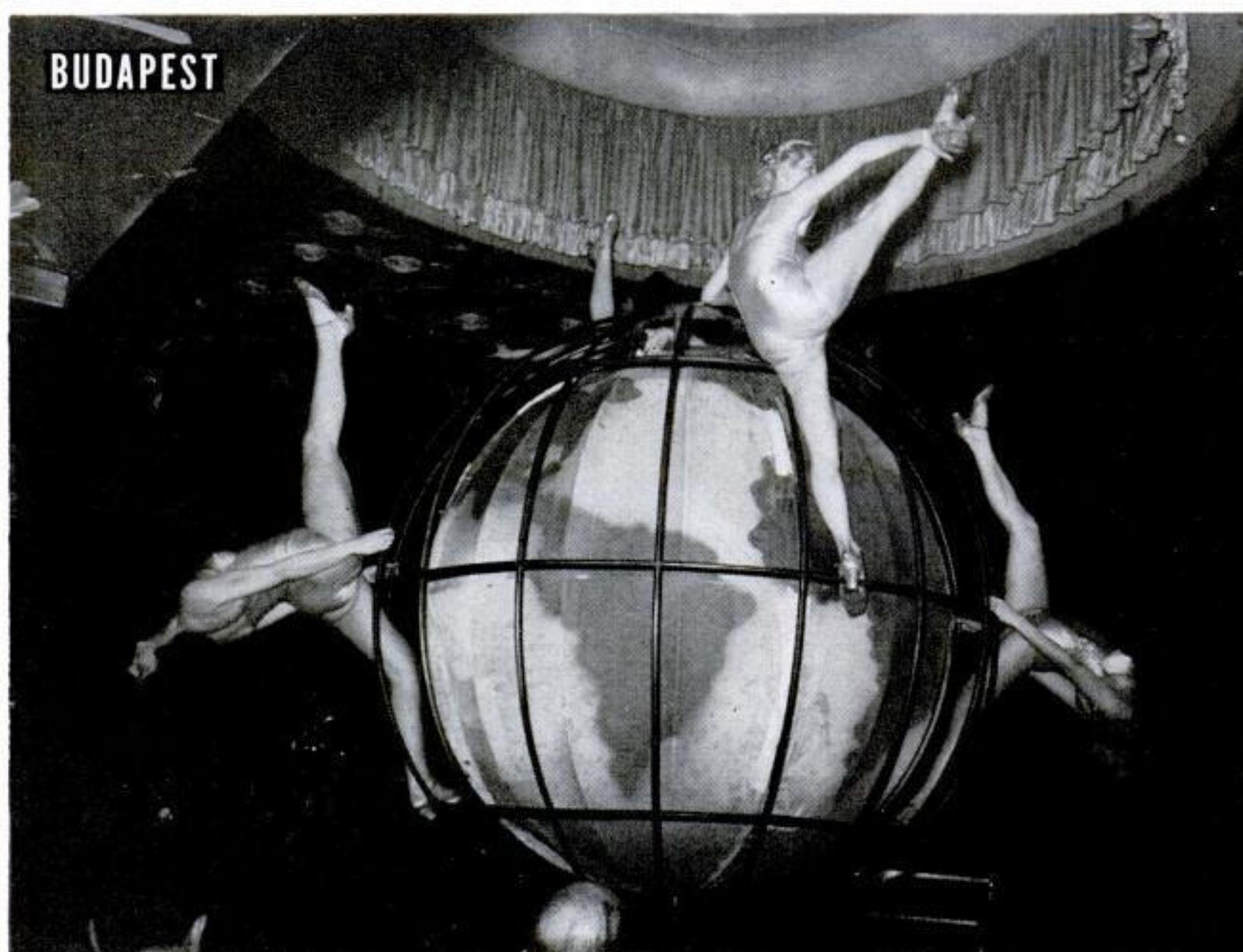
In Danzig too it was Navy Week and a German rear admiral and marines without arms came to honor Danzigers killed for the German Navy during the World War. About 2,400 snappy young Germans arrived from East Prussia, supposedly to man a Danzig Heimwehr to fight off the Poles. Twenty light guns were mounted on Danzig's Bischof Mountain, protecting the city. An extraordinary series of rumors swept the world. There was a story that a German plane had flown over Gdynia's naval base on the Hela Peninsula and been shot down on the second round by Polish anti-aircraft. It was denied. There was a story that Hitler and Mussolini had met at the Italian border. It was denied.

Inside Germany, 3,000,000 men were in arms. Rabble-rousers cried, "We want no war, but we want our rights." In a Potsdam pageant run by Propaganda Minister Goebbels, there was a scene of shadowy Uhlans riding off to war in August 1914. But at week's end there was a new rumor that Hitler planned to visit Danzig toward the end of July and that nothing would happen before then. This too the world accepted.

The story of Poland is a river to the sea—the Vistula. For 950 years its port has been Danzig. The Poles have finessed Danzig's strangle hold on Poland by building the port of Gdynia. Danzig is now largely a symbol of whether Hitler can have what he asks for.



Gdynia's Government Commissioner Sokół points to Gdynia, built by Poland in the last 15 years to outflank Danzig. At top is the bluff on which the Polish naval school stands. Just below it is the great Gdynia commercial dock basin. Flush with floor is the boundary of the Free City of Danzig.



BUDAPEST
The Arizona, Budapest's bandbox night club, whirls its girls on a globe. The dance floor also sinks and rises, the walls fold away and the girls encourage

visitors to drink. An elephant, bull, calf and monkey appear. The Arizona management believes that it is just like an average American night club.



After the show, "Arizona" chorus girls sit with customers. A night costs about \$25. Girls live on customers' tips. Box may be lowered 10 ft. below level of the floor at will. Hostesses make from about \$40 to \$70 a month.



Danzig's Parliament gives the Nazi salute. Notice in the far rear two men (*in circle*) who are not saluting. They are the only two Polish members. The others are in Nazi

Brown Shirt and Black Shirt uniforms with swastika armbands. This body is practically powerless. Danzig is ruled by the equally Nazi Senate, headed by Nazi Arthur Grei-

ser, a native son. The Nazi chief of Danzig is Albert Forster, a German immigrant. Cool-headed Danzigers, though strongly pro-German, want to keep Danzig a Free City.



At Les Ambassadeurs in Paris, the world's most gilded and polyglot society watches the discreet show at a society gala. This is Paris' most select and expensive night club.



At the Nut House in London a Georgie Hale Glamor Girl from the show at Café de Paris comes in to see the late undress show. Nut House is new, specializes in comic murals.

EUROPE MAKES WHOOPEE UNDER CLOUDS OF WAR

From Stockholm to Istanbul, the people of Europe went about their business feeling that something was about to happen. That did not stop them from putting on the most brilliant social season Europe has seen since 1914. In London the latest dance piece was *Deep Purple*; in Berlin, *Bel Ami*; in Paris, *Boom When My Heart Goes Boom*; in Rome, *It Was Folly*; in Warsaw, a Silesian polka called *Trojaki*. In far northern Tallinn, capital of Estonia, the night clubs stayed open all night and across the Baltic Sea in Stockholm it was day at the midnight concerts. The floor shows were notably undressed, not only in Paris but even in London, and in Warsaw where the girls were Czech refugees. The young nobility of London were going to hear Beatrice Lillie at the Café de Paris. U. S. Ambassador-at-London Kennedy took his U. S. *Clipper* guests to see the Casino's Bal Tabarin floor show. And the children of Paris shuddered once more at the Punch and Judy shows in the parks.

FORBIDDEN PICTURES OF WEIDMANN GUILLOTINING BRING END TO FRENCH CUSTOM OF



1

PRIEST AND OFFICIAL LEAD WEIDMANN, SHIRT OPEN AT NECK, OUT OF PRISON



2

WEIDMANN IS LIFTED ONTO BLOCK. EXECUTIONER (FEDORA, LEFT) WATCHES



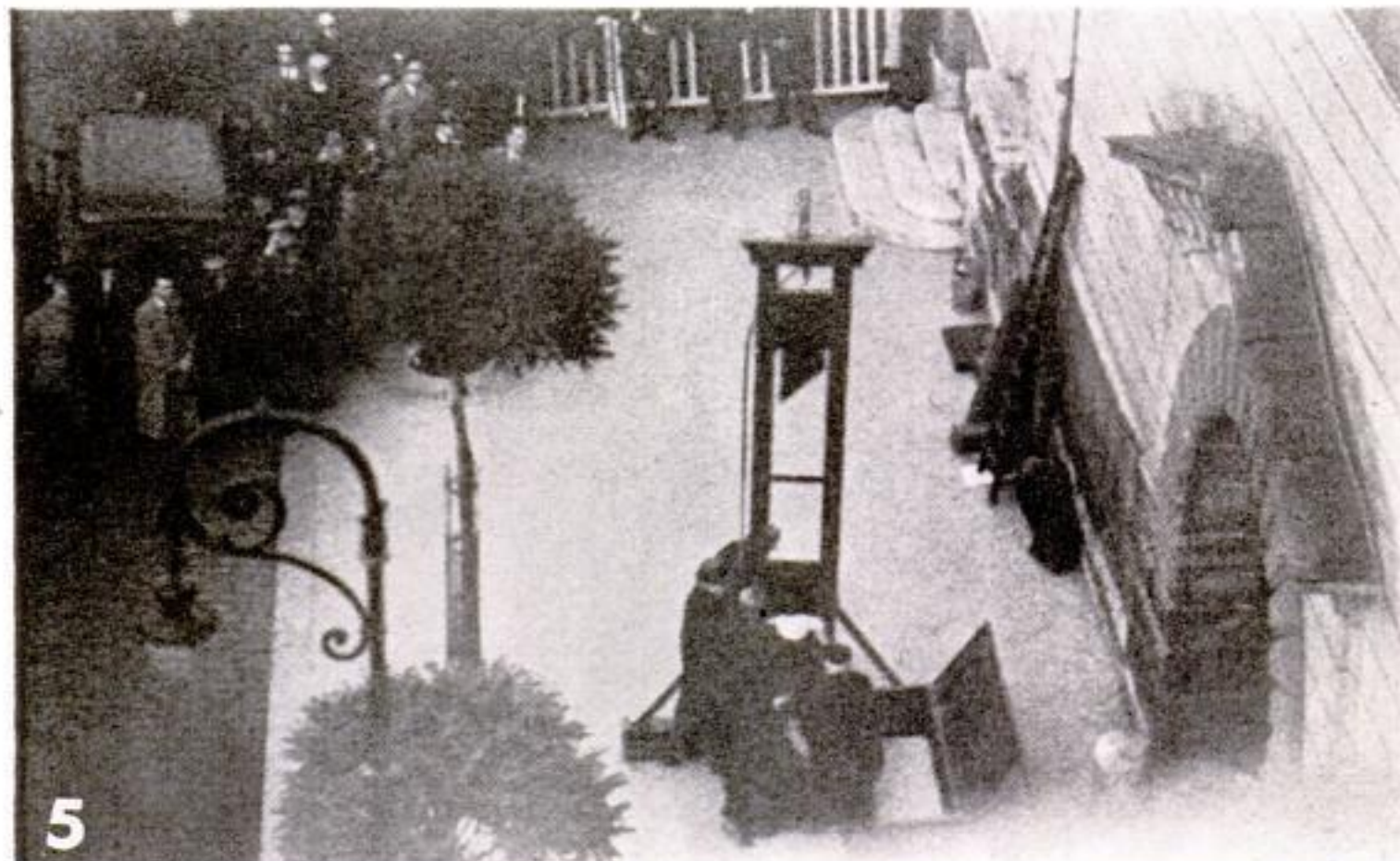
3

TOO SHORT, WEIDMANN IS PUSHED SO HEAD (VISIBLE AT LEFT) IS IN POSITION



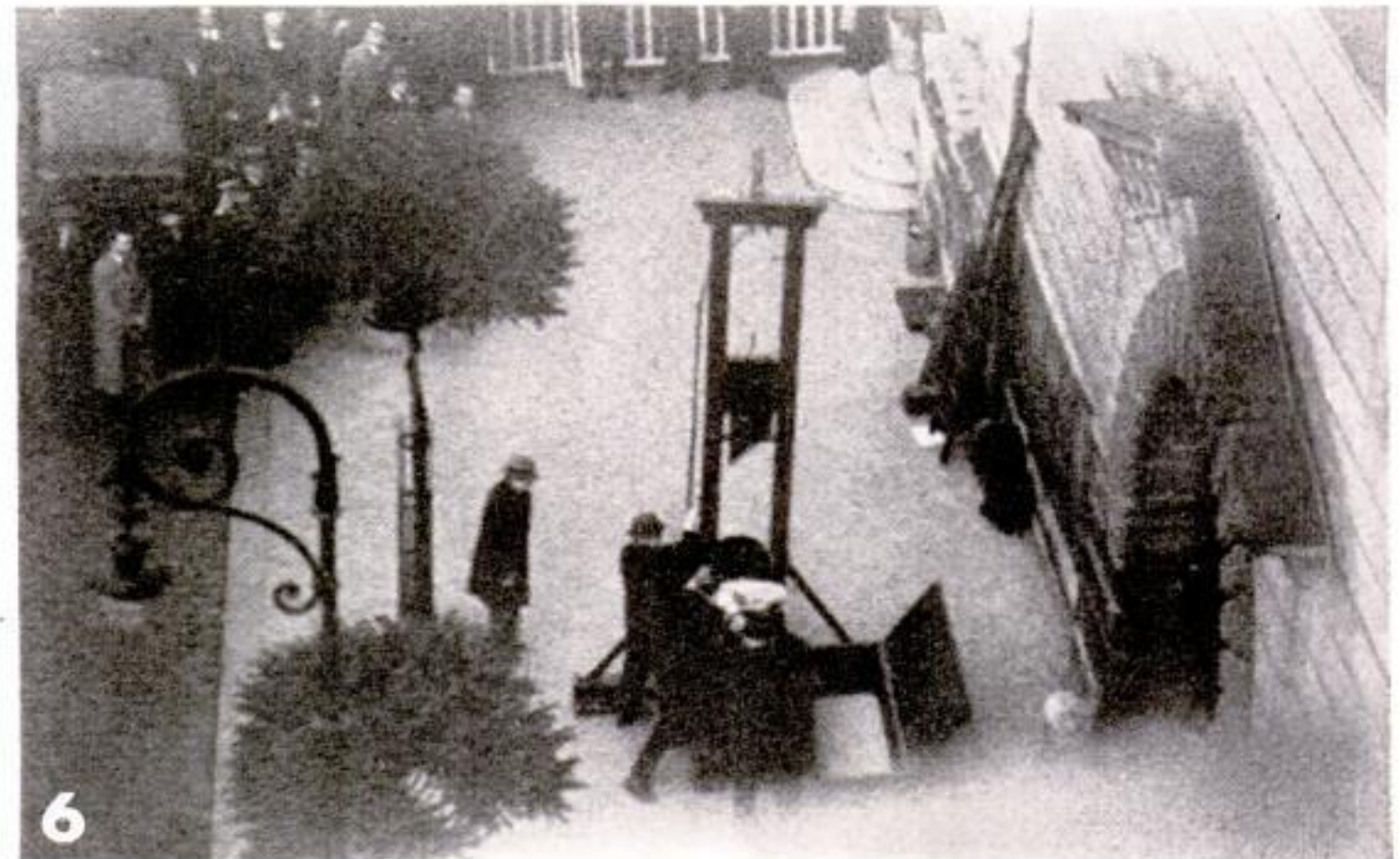
4

THE HEADSMAN'S HAND (VISIBLE IN CENTER) REACHES FOR THE FATAL LEVER



5

BLADE STANDS POISED. GAPING BASKET (RIGHT) AWAITS WEIDMANN'S BODY



6

WITH A SLIGHT WHIRRING SOUND, THE SHARP KNIFE BEGINS TO FALL



7

WITNESS AT LEFT STANDS IN MARBLED TENSENESS. WEIDMANN UTTERS NO SOUND



8

AT 4:32 A.M. THE BLADE SLICES THROUGH EUGENE WEIDMANN'S SHAVEN NECK

HOLDING PUBLIC EXECUTIONS

The crowd which stood in the cloudy dawn of June 17 outside the green door of St. Pierre prison in Versailles grew impatient when the chief performer in the drama they had gathered to watch was late in making his appearance. Hundreds of Frenchmen and women had come fresh from late-closing cafes of Montmartre and Montparnasse to experience the exquisite excitement of seeing a man have his head cut off. The condemned man was Eugene Weidmann, a businesslike German who had murdered six people, including a 22-year-old Brooklyn dancer named Jean De Koven. While the crowd whistled and stamped and jeered like an ill-behaved movie audience, Weidmann delayed his death to dictate a telegram absolving naive Jean De Koven of any moral guilt in keeping her fatal rendezvous with him.

It was 55 minutes behind schedule when Eugene Weidmann, ready to end his 31-year life, was led hobbled and haggard from the gray prison to the guillotine standing on the open sidewalk. The spectators stilled and stiffened. Before them, quickly and quietly, the incident shown on these pages took place. Cameramen, forbidden to take pictures of the execution, sneaked these. Enraged at their temerity and at the crowd's behavior, President LeBrun decreed that henceforth executions would no longer be open to the public, thus putting an end to the Frenchman's 150-year-old privilege of watching criminals die on the guillotine. The press, from now on, will learn of executions only through the communique: "Justice has been done."

French officials have been piqued at the publicity given the trial. Jean De Koven was a nice American girl who was simply looking for fun in Paris. Tourist officials feared that her example might keep other good American girls from dreaming the traditional American dream that all good girls go to Paris.



SPECTATORS MAKE A LITTLE CIRCLE AROUND THE GUILLOTINE SET UP ON THE SIDEWALK OUTSIDE THE PRISON



THE WHITE-SHIRTED HEADLESS BODY BEGINS TO ROLL OFF THE PLATFORM



AS WITNESS CROUCHES, WEIDMANN'S BODY TOPPLES INTO WAITING BASKET



WORKMEN QUICKLY REMOVE GUILLOTINE FROM THE BLOODSTAINED PAVEMENT

30,000 FEZZED SHRINERS TAKE OVER BALTIMORE FOR GIDDY SEVEN-DAY CONVENTION

From the four corners of the U. S.—from Nile Temple in Seattle, from Anah Temple in Bangor, from Mahi Temple in Miami, from Al Malaikah Temple in Los Angeles, even from Gizeh Temple which takes in the Yukon, and Aloha Temple in Hawaii—came 30,000 men in fezzes, June 23-29, to change Baltimore into a pseudo-oriental town. They were members of the Ancient Arabic Order of the Nobles of the Mystic Shrine.

It was the annual Shriners' convention, one of the giddiest in the U. S. For seven fantastic days, traditionally conservative but broadminded Baltimoreans patiently let fezzed Shriners dump feathers and water on them from hotel windows, tie up traffic, accost ladies in the street with oriental dances.

As always the elections, which LIFE with the help of Chicago's Medinah Temple was given the unprecedented privilege of photographing, involved only one real contest—that for Imperial Outer Guard, humblest seat on the Imperial Council. Other officials automatically move up a rank a year. Candidates are never elected to Imperial Outer Guard first year they run. Imperial Potentate Andrew A. D. Rahn (left in picture at bottom left) turned his office over to Deputy Imperial Potentate Walter D. Cline of Wichita Falls, Tex. (next him). Mr. Cline has a hard year before him. During his reign, Imperial Potentate Rahn traveled 80,000 miles for the Shrine.



Nominating a candidate for the Imperial Council, Nobles came to platform, made obeisance to the Potentate. In contest for position of Imperial Outer Guard, William Heim of

Lu Lu Temple, Philadelphia, beat out Harold Lloyd, film star, of Al Malaikah Temple, Los Angeles. Below: a Noble dances in the street for a surprised Baltimore lady.



The Imperial Council (below), ruling body of the Shrine, runs in rank from the Imperial Potentate (left) to the Imperial Outer Guard (far right). Only the Imperial Treasur-

er and Imperial Recorder keep the same offices year after year. The others move up one seat a year, until eventually the Imperial Outer Guard becomes the Imperial Potentate.



A whimsical Noble carries a dummy rooster in the big parade. At intervals he squeezed the rooster and it laid an egg.



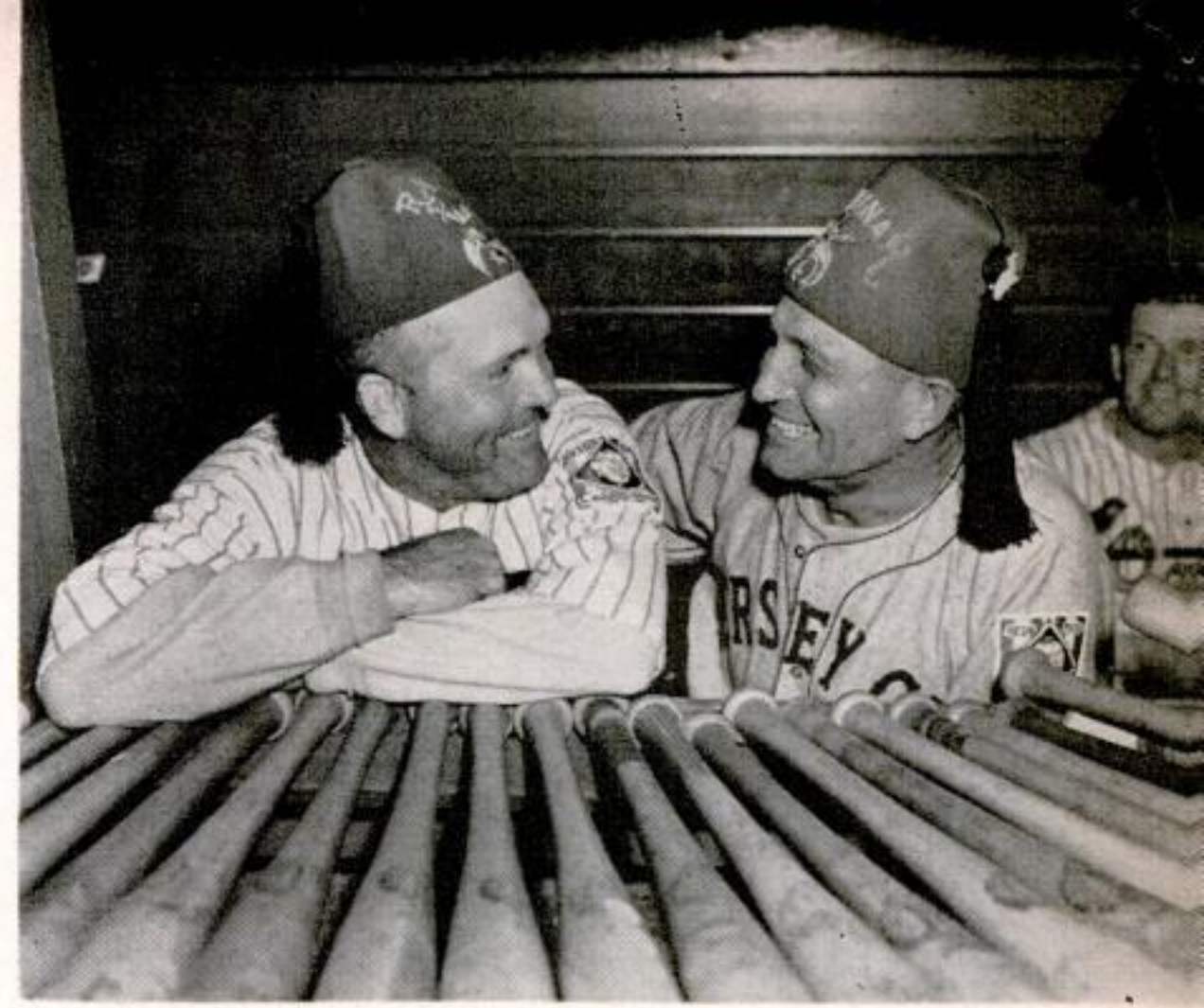
Oriental bands played their traditional instrument, the musette. This old instrument has a sweet, reedy tone.

They sounded strange playing *Maryland, My Maryland*, but when they did, pleased Baltimoreans cheered heartily.



A camel patrol came all the way from Zor Temple, of Madison, Wis., which owns five camels and trots them out

for parades. But only four of Zor's camels came to Baltimore. Fifth was back home in Wisconsin having a baby.



Shiner Rogers Hornsby, now manager of the Baltimore Orioles, and Shiner Bert Niehoff, manager of the Jersey City Giants, put on fezzes when their teams played for Shiner charity.

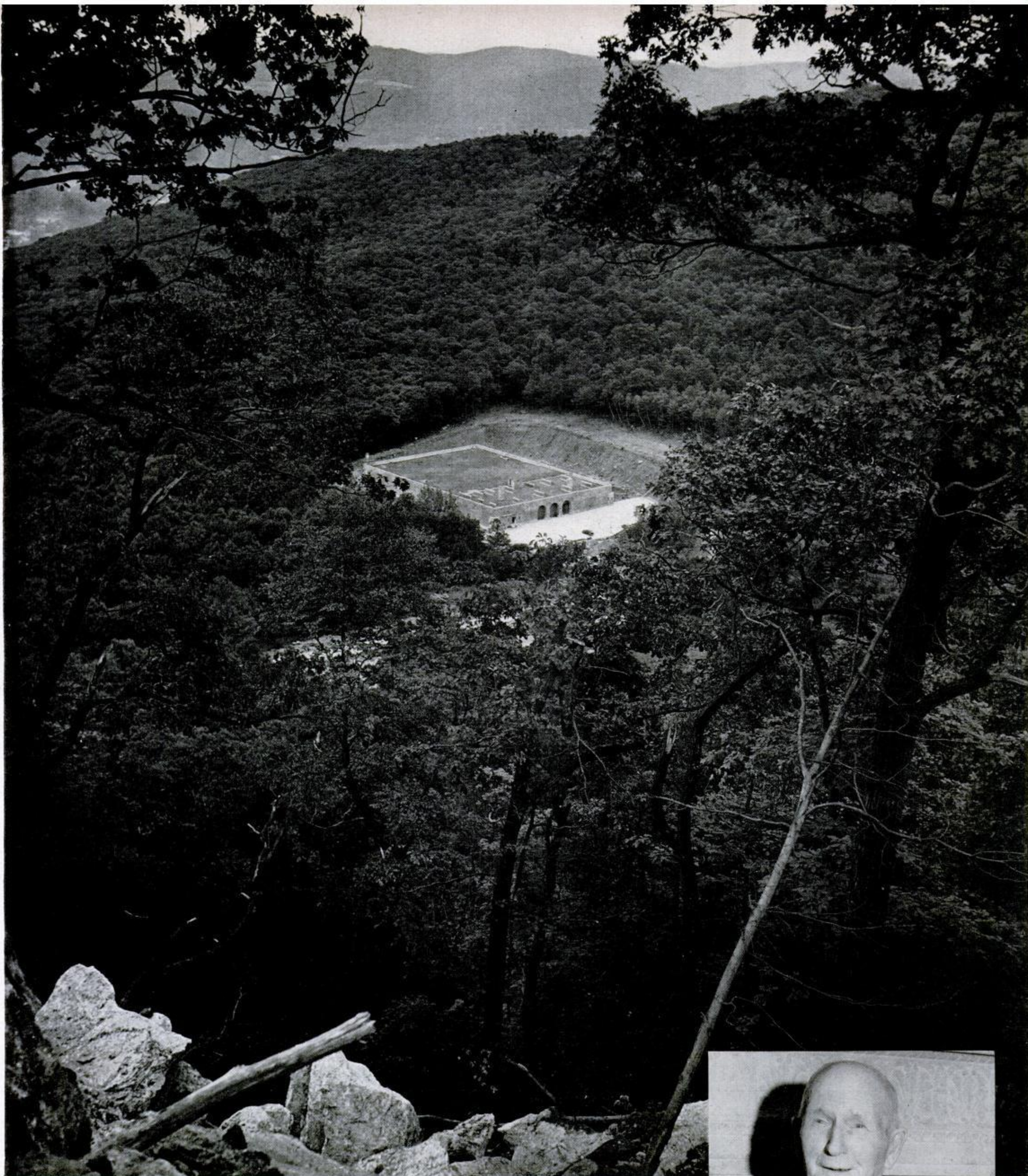


Scaring the ladies was great sport for Miami Shiners. They came dressed as Seminoles, brought alligators and snakes along to boost Miami for 1940 convention. Memphis got it.



Roses for new Potentate, flown from Texas, were presented by fellow-Texans. While Imperial Outer Guard read a poem, they waited with bouquets, outgoing Potentate Rahn listened (below).





SILVER SENATORS SEEK TO SWELL WEST POINT HOARD

Dep in the woods of the West Point Military Reservation is a colossal tomb. Buried within it, stacked in bars like cordwood, is a silver hoard grown so vast in five years that the Government built this special Bullion Depository to house it. The Government values the West Point silver at \$754,291,881. What it will eventually be used for, no man knows.

Under the 1934 Silver Purchase Act, the U.S. Treasury upped the world silver price from 25¢ to almost 43¢, set the domestic price at 64.6¢. Yet last week in Washington, the indefatigable bloc of

Silver State Senators crusaded to have Congress raise the domestic price still higher—to 77.5¢. What this would mean to silver producers was shown in Colorado by ex-Governor Jesse McDonald (*right*) who stacked silver dollars to show present pegged price (*center*) for 100 oz., proposed price (*left*) and net gain (*right*) hoped for by silver men.

The Silver Bloc, however, got caught in the switches of a conservative filibuster against the monetary bill (*see p. 18*). Awaiting a new try, they hoped they had not killed the goose that laid the silver egg.



SILVER MEN HOPED TO GAIN SMALLEST STACK

CRISP

to the last spoonful!



Delicious . . . totally different! They stay crunchy in milk or cream!

● Here's a cereal that can put an edge on the laziest breakfast appetite. Youngsters—grown-ups—and in-betweens are all applauding Kellogg's Rice Krispies!

It's because of the rich, persuasive flavor that is packed into every golden-brown atom of them. It's because of the way Rice Krispies can ride a sea of milk or cream . . . and still stay crunchy-crisp to the last spoonful.

Different? Yes, Rice Krispies are really different. Mouth-watering . . . tempting. For they're made in an entirely different way. *Not* flaked . . . *not* shredded. They're created by "oven-popping" (a Kellogg patented process!) and toasting pre-

mium quality, American-grown "Blue Rose" rice.

The lasting crispness of this famous cereal is protected by Kellogg's new KEL-LINER Inner-Wrap, the only cereal carton completely "Waxtite" heat-sealed at both top and bottom. For a breakfast that "rings the bell" with all the family, order Kellogg's Rice Krispies from your grocer today!

NOT FLAKED! NOT SHREDDED!

They're "oven-popped" by Kellogg's Patented Process. Rice Krispies are absolutely unique in form . . . utterly distinct from every other breakfast cereal. Product and process are protected by United States Letters PATENT NOS. 1,925,267; 1,832,813.



Copr. 1939 by Kellogg Company

Constance Bennett says "Here's tremendous news for brides"

Constance Bennett, lovely movie star, whose recent picture, "Topper Takes A Trip," made box-office history, is shown here giving us a gracious interview. She's all a-buzz about brides and weddings and things.

"It's in the air—this marrying frenzy," she beams. "Never heard of so many weddings in my life! And here are the pearls of wisdom I'd like to drop into every bride's ear . . .

"See 1847 Rogers Bros.' newest pattern, 'First Love'! It's beautiful—I saw a whole service of it recently and each piece was lovelier than the last. So simple and yet so rich!

"But then—you *expect* lovely patterns from the house of 1847 Rogers Bros. Haven't they been making American tables beautiful these last ninety years?"



It's fun to choose—with all the lovely 1847 Rogers Bros.' patterns spread out before you. "First Love" (center), as Miss Bennett says, is richly beautiful—with a deeper etching, a higher ornamentation than was ever possible before, except in solid silver. "Lovellace" is another



like-sterling triumph, handsomely pierced. "Marquise" is ornate, regal. And "Sylvia" and "Legacy" have the quiet, old-time charm of a Colonial maid.

Choose any of these 1847 Rogers Bros.' beauties, and rejoice that on each and every piece is the year-mark 1847, to prove it authentic. Yet a 32-piece set costs but \$33.50 and may be had on easy terms. See your dealer tomorrow.

INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.

1847 ROGERS BROS.

"AMERICA'S FINEST SILVERPLATE"



MEMBERS OF JACKSONVILLE'S LIFESAVING CORPS PARADE THE BEACH. THEY MUST KEEP WATCH OVER SWIMMERS FROM SIX IN THE MORNING UNTIL AFTER DARK

NO DROWNINGS IN 20 YEARS IS THE JACKSONVILLE LIFEGUARDS' RECORD

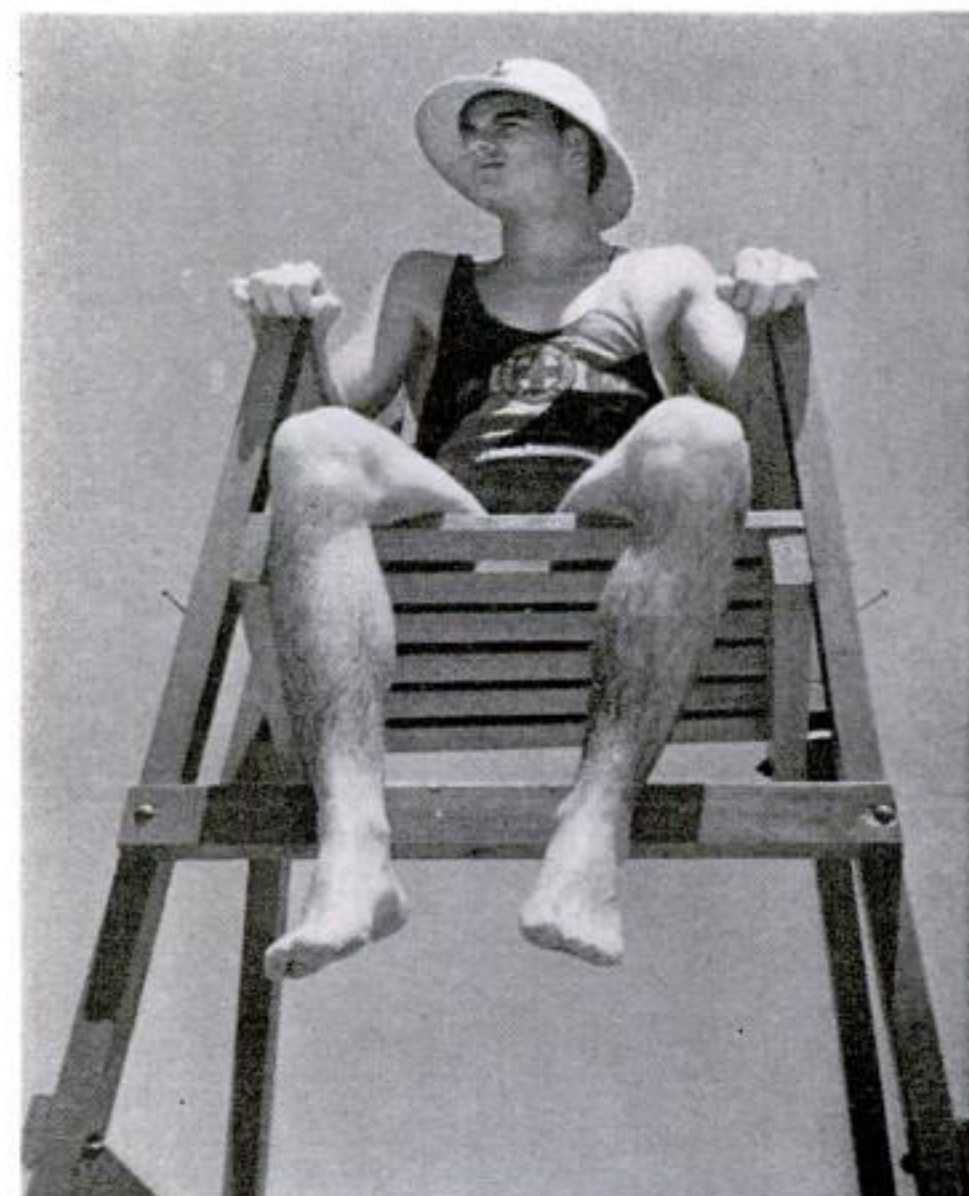


Fireman's carry brings a drowning girl to safety. The guard grasps the girl's arm to keep her balanced on his shoulder.

These barrel-chested glamor boys are the volunteer lifeguards of Jacksonville, Fla. ("Jax" for short). As they patrol the beach, they flutter many a pretty girl's heart. But they are as good as they are handsome: thanks to their courageous skill, there hasn't been a drowning at the beach since 1918.

The "Jax" lifesaving corps, best of its kind in the world, is composed of 90 local businessmen, who just for fun guard the city's 15 miles of beach on Sundays and holidays, and six professionals, who are on duty at other times during the week. In the past 20 years these lifeguards have made 445 rescues and given 7,785 first-aid treatments. From their 15 stations along the beach, they handle any kind of emergency. Mostly they treat cases of jellyfish sting, sprained wrists, twisted ankles, and cuts made by small barnacles clinging to jutting piers. But sometimes the siren on the main tower blares out a real alarm and the "Jax" lifeguards plunge into the water to drag a glubbing swimmer to safety.

These municipal lifesavers hold charter No. 1 in the American Red Cross Volunteer Life Saving Corps. Every year they have swimming meets, crew races. Gradually they work up in the ranks, may even become captains. Then after five years they are given a silver medal. After ten years they may retire.



Ready for trouble, a guard watches from a 12-ft. tower. When it comes, extra men are rushed from main station.

Jacksonville Lifeguards (continued)



The cross-chest carry is the best to use on a drowning swimmer. Guard's arm goes across victim's chest, grabs armpit.



Drowning man's head, in cross-chest carry, is kept from water by guard's shoulder and back. Guard uses side stroke.



In dry-land training, one Jacksonville lifeguard demonstrates to another how a violent drowning swimmer gets a

stranglehold on a would-be rescuer. Grip can be easily broken by pushing hard with both hands on victim's chin.



The hair carry is used on unconscious swimmers. The guard grabs a big fistful of hair, keeps victim at arm's length. The cross-chest carry is used on violently struggling swimmers.



Drowner is pulled along by side stroke, which keeps his face above water. Demonstrations like this instruct new members, show people of Jacksonville how good their guards are.



On water patrol, a crew of five guards work from a 19-ft. surf boat. Here a Walters' Torpedo Buoy, invented in 1919 by a member of the corps, is tossed to a swimmer.



The Walters' Torpedo Buoy holds up a swimmer while guards tow him ashore. The buoy can hold up five people, contains oil which, if it seeps out, reveals any leaks.



Automobiles drive on Jacksonville's beach, adding to the lifeguards' worries. While not particularly dangerous for swimming, the beach is full of sloughs and undertows.

When it's a date... Remember

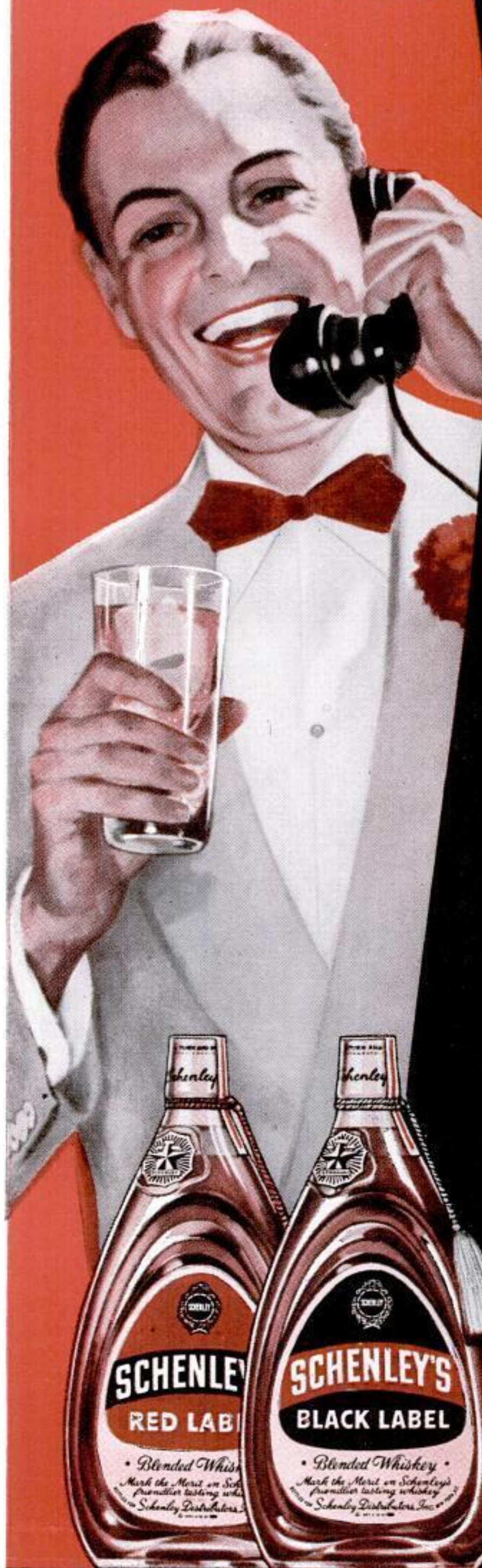
"LIGHT"
IS
RIGHT

ONE minute, sir... before you start off for that wonderful evening... let us tell you of two ways we think Schenley can add to your enjoyment...

1. Schenley research has developed an exclusive method—"melding." This gives the whiskies blended in Schenley's Black Label and Red Label, a smooth, rich flavor which remains intact, when lightness is added.

2. Hence our experts perceived the possibility of a second Schenley method. This is a way to reduce the heavy elements, naturally present in all whiskies, while still retaining the flavor just the way you like it.

Try Schenley's Light Whiskies today... Schenley's Black Label for those who like a slightly richer flavor... Schenley's Red Label if you prefer your whiskey dry. Both have the right lightness, yet are full 90 proof!



SCHENLEY'S
Light Whiskies
BLACK LABEL - RED LABEL

Schenley's Black Label 65% grain neutral spirits - Schenley's Red Label 70% grain neutral spirits - both Blended Whiskey - Copr. 1939, Schenley Distillers Corp., N.Y.C.

HOLLYWOOD NEWLYWEDS VISIT RACES

Since the opening of Santa Anita racetrack near Hollywood in 1934, horse-racing has become a major preoccupation of the movie colony. A racing stable is now almost as much of a necessity for one of Hollywood's working class as a swimming pool. Shooting schedules are often arranged to let stars spend afternoons at the track. Even sprout celebrities like Mickey Rooney and Deanna Durbin are hardened turf-goers.

In seclusion since their marriage on May 14, Robert Taylor and Barbara Stanwyck naturally emerged for the opening of Hollywood Park track, owned by Producer Jack Warner. Taylor is an enthusiastic horseback rider, while Miss Stanwyck runs a breeding farm at her ranch where the couple live. To Hollywood Park, Miss Stanwyck wore silver-fox furs and the dark glasses which are a star's trademark. While watching Crooner Bing Crosby's Don Mike beat Louis Mayer's Main Man in the feature race, the newlyweds relaxed in their private box.



BEFORE RACE STARTS, ROBERT TAYLOR PATS HIS NEW WIFE AFFECTIONATELY



MOVIE CELEBRITIES ATTRACT SMALL ATTENTION FROM RACE-GOING CROWD



"Dad must 'a
come home early!"



Don't Hold Back when it comes to ordering Ritz Crackers. Remember, *everybody* likes 'em! Ritz' glorious flavor is something to rush home to. It has made this golden cracker America's favorite and kept it in *first place*. You can't beat the nut-like goodness of Ritz... or the *sealed-in* crispness... or the dependable *freshness*. Ritz Crackers are baked in nearby National Biscuit Company ovens and rushed to your food dealer in moisture-proof packages. They're fresh when you buy them—and they *stay* fresh until the last one is eaten! Order *plenty* of Ritz today!



A PRODUCT OF NATIONAL BISCUIT COMPANY



TAYLOR AND STANWYCK SHARE FIELD GLASSES WHILE RACE IS IN PROGRESS



MISS STANWYCK HAPPILY EATS POPCORN AS HORSES ROUND FIRST TURN



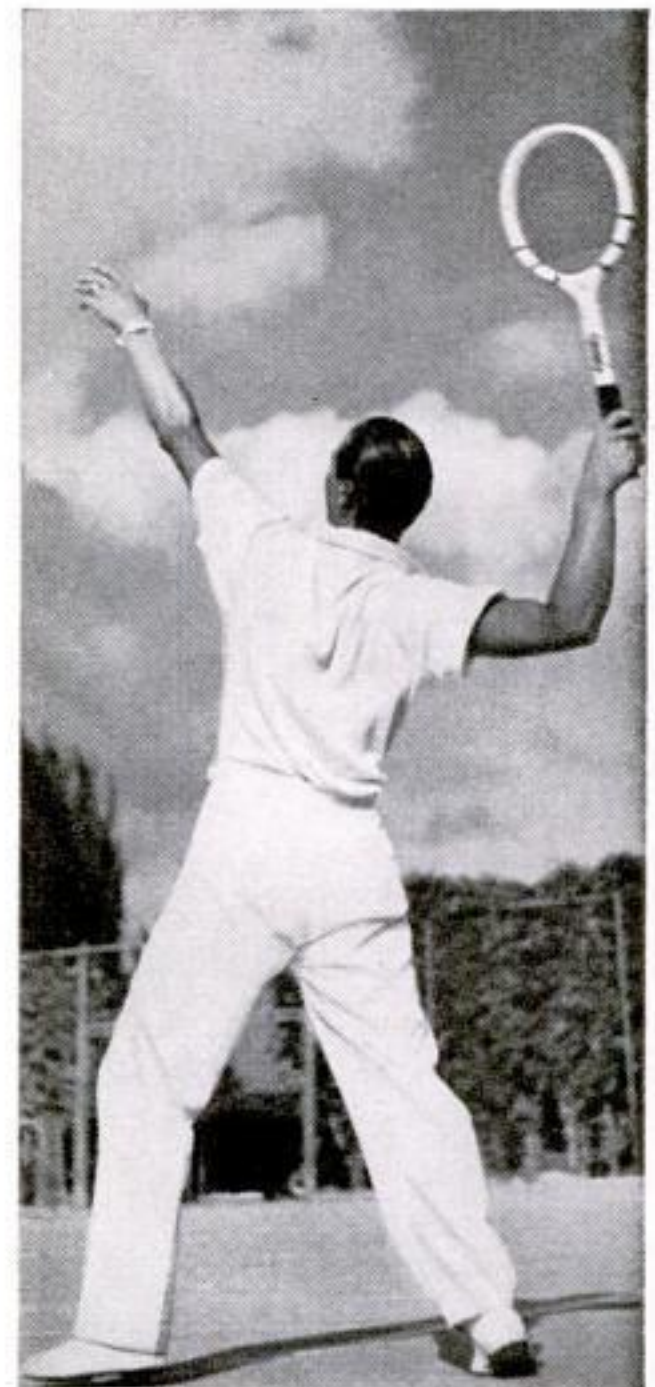
STANWYCK BITES FINGER, TAYLOR WIPES NOSE IN EXCITEMENT AT FINISH

Important New Findings Show How to Reduce Fatigue

ONE of the most interesting of recent developments in the field of nutritional science is the finding that muscular endurance can be increased and fatigue postponed by merely adding to the daily diet a small amount of plain, unflavored Knox Gelatine. This highly concentrated food contains certain food elements which, it has been found, can be stored in the muscle tissues themselves. Thus, this added supply of energy food is available for immediate use as the muscles may require additional "fuel."

While this might seem of most immediate interest to athletes, actually it is of almost equal importance even to desk workers. They have more physical energy left for golf, tennis, dancing or other health-giving forms of recreational exercise.

Empty one envelope of Knox Gelatine in a glass three-quarters filled with cold water or fruit juice (or half water and half fruit



How many sets of tennis can you play?



How to take Knox Gelatine

juice). Let the liquid absorb the gelatine. Then stir briskly and drink immediately before it thickens. Take four times a day for two weeks, then reduce to two envelopes a day. (May be taken before or after meals.)

Pure Knox Gelatine doesn't affect the appetite or digestion. Most people see a noticeable improvement within two weeks (some within one week) and feel the full effect before the end of the first month on the Knox Gelatine diet.

CAUTION: Be sure you use plain, unflavored Knox Gelatine which you can get at any grocery. Knox is the gelatine on which the tests were made. Do not accept any substitute. Factory-flavored gelatine desserts will not do because they contain only about 10% gelatine. For further information, write for Bulletin E, Knox Gelatine Co., Johnstown, N. Y., Dept. 71.

HELL'S CANYON, LOST IN WILDERNESS OF ROCKIES, IS DEEPEST IN THE WORLD

Hidden in the remote wilderness of the Pacific Northwest is the deepest gash in the face of the earth. It is Hell's Canyon, the 189-mile chasm dug by the Snake River through the granite heart of the Rockies between Idaho and Oregon. Down the Canyon's deepest stretch the Snake River roars under precipices that tower an average of 5,500 ft. on both sides for 40 spectacular miles. At its deepest point, He Devil peak looms 7,900 ft. above the water. The Grand Canyon of the Colorado never averages more than a mile in depth over any comparable distance, never goes deeper than 6,100 ft. from its rim.

In standard atlases, Hell's Canyon has never been recognized as the world's deepest canyon. This summer an important step in that direction will be taken. The Department of the Interior is planning to investigate the feasibility of making Hell's Canyon a National Park.

Whether or not it becomes a National Park, Hell's Canyon will never challenge the Grand Canyon in tourist supremacy. The Grand Canyon drops out of a plateau over which automobiles may drive to the brink. Hell's Canyon was ploughed 5,000 ft. deep into a range of forbidding basalt-granite mountains by the roaring Snake. Where the Grand Canyon glows with brilliant color, Hell's Canyon stretches dim and gray into the distance. Even this view of its layers of basalt piled on the granite bluffs at the bottom would persuade few tourists to endure the hardship of a journey that will bring them only to the Canyon's outer ends.

More than a century ago the boiling rapids and sheer cliffs of Hell's Canyon forced Lewis and Clark to find another route to the Columbia River basin. Today few men have traveled the Canyon's whole length. Not even the 175 ranchers, rangers and prospectors who inhabit the shallower ends of the Canyon have ventured far into its deepest 40 miles.

They dream of a more vital future for the Canyon than tourist trade. The Snake River, dropping 13 ft. a mile down the Canyon, develops 18 billion kilowatt-hours of potential energy. In its walls prospectors have found gold and copper, though not yet in paying quantities. The Union Pacific, whose aerial surveyor took this picture, has put the cost of constructing a track through the Canyon at nearly \$200,000 per mile. All such plans and dreams, however, must await the drawing of the first complete map of Hell's Canyon.



Black arrow locates section of Canyon and 6 mi. of river in picture. Pines 100 ft. high look like moss on rim 8 mi. away. Fish abound in water, deer and mountain sheep on crags.





COSMETIC COLORS



IN CLOTHES

Sales of make-up and dresses are boosted by new color promotions

Twenty years ago lipsticks were red, powder was white, nail polish uncommon and American women held on to their cosmetics for years. Now there are 500 shades of lipstick and polish, nearly as many blends of powder, and cosmeticians are racking their brains for schemes to make women buy new colors. Since women invariably fall for matching merchandise, an effective sales idea is to tie up cosmetics with clothes of the same color.

On these pages is a typical example of the soigné result. It is a recent promotion of Helena Rubinstein, Saks Fifth Avenue, N. Y., and leading stores elsewhere to launch a new bright red called "Sporting Pink." This promotion serves a double purpose: 1) establishes red as a basic wardrobe color and 2) makes lipstick seem indispensable to the outfit.

To sell more preparations, cosmeticians often capitalize on Paris color fashions before they reach the U.S. Two years ago, Elizabeth Arden realized that Paris was about to forecast pinks, purples, mauves and deep wines, brought out her Cyclamen make-up. Last winter, to keep these colors still popular, she tied them up with shoe, hat and belt promotions. So effective have been the matching cosmetic-and-dress tie-ups that Barbara Hutton Haugwitz-Reventlow, who frequently wears black, bought black nail polish.



MODERN LIVING

COSMETICIANS HOPE THAT RED BLOUSE AND JEWELRY WILL PROMOTE RED LIPS AND NAILS



THIS FLANNEL JACKET IS LIKE THE PINK COAT OF A HUNTSMAN



DRESS MANUFACTURERS HOPE THAT RED LIPS, FINGERS AND TOES WILL SELL RED CLOTHES

Taste *THAT* SPECIAL PILSENER FLAVOR

Here's a real treat for those who want the best. Blatz Old Heidelberg Special Pilsener is one of the finest of beers. Taste it. It's so tempting, so delicious, so pleasing to even the most jaded palate that it is irresistible. If you enjoy the finer things in life, ask for Blatz Old Heidelberg when you order beer from your dealer.

BLATZ BREWING CO., MILWAUKEE, WIS.
88 years of brewing experience—established 1851

Blatz

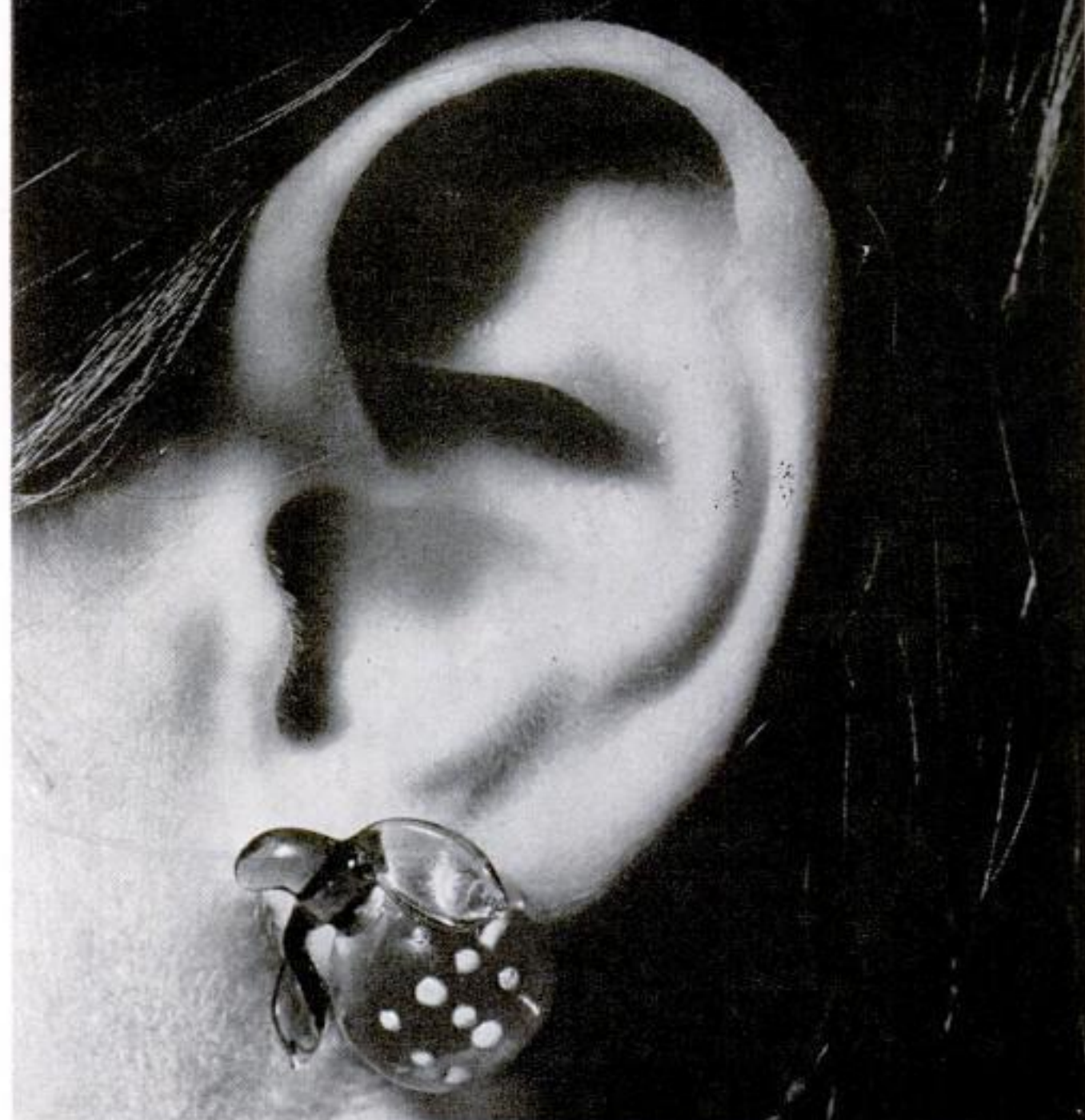
Old Heidelberg

BEER



Copyright 1939, Blatz Brewing Co., Milwaukee, Wis.

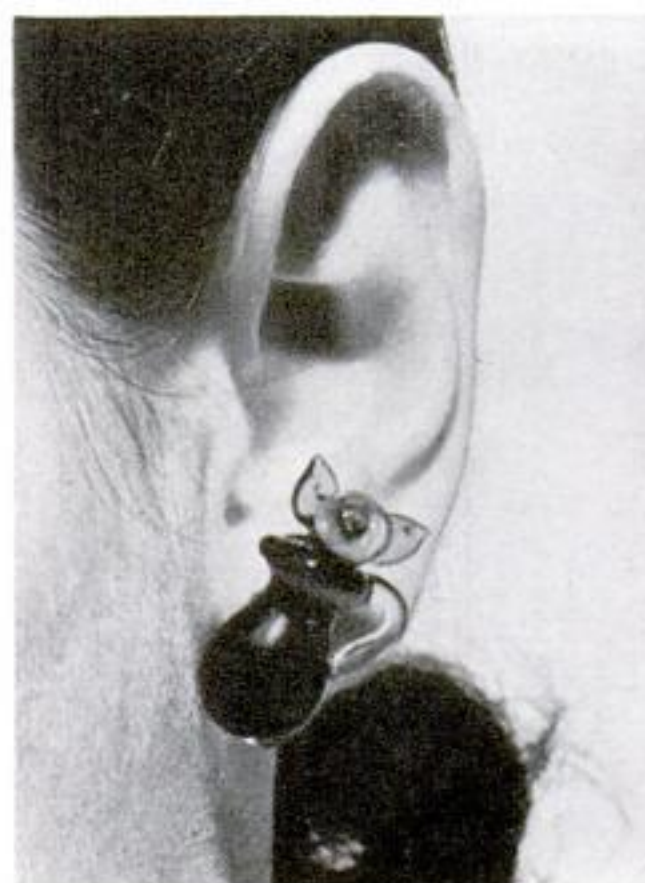
MODERN LIVING



"FORBIDDEN FRUIT" EARRINGS ARE OF CLEAR GLASS WITH GREEN LEAVES

GLASS GADGETS TURN INTO EARRINGS

A year ago women wore onions in their coat lapels. This spring college girls wore carrots in their hair. This summer it looks as if women will wear glass umbrellas, jugs, fruit, birds and question marks in their ears. The glass earrings on this page are made by Marianna von Allesch, decorator and glass blower, and are now sold all over the country for about \$2.95 a pair. Only the question marks are blown glass, the others being solid and less brittle. Though she has recently made an underseas fresco for the San Francisco Fair, and her decorations and jewelry are inspired by the tropics, Mme von Allesch herself has never been further south than Colorado.



JAMAICAN JUG HAS GLASS FLOWER



LITTLE BIRD HANGS HEAD DOWNWARD

QUESTION MARK IS OF BLOWN GLASS



UMBRELLA TYPIFIES THE TROPICS



Take music with you on Your Vacation!



RCA Victor offers special mid-summer values in luggage style instruments—portable RCA Victrolas as low as \$9.95*—new lower priced Pick-Me-Up Radios that play indoors or out—require no house current.

You can double your enjoyment on your vacation by taking music with you. Fascinating, new, portable RCA Victrolas and RCA Victor Radios, make this extra pleasure easily yours. In fact, their low prices will fit into any vacation budget. Yes, you can go where you please and still enjoy radio broadcasts. And wherever you may be, Victor and Bluebird Records—put your favorite dance bands at your command.

For use everywhere there are spring-wound RCA Victrola

models in sturdy cases, with clear, strong tone. Where you have access to house current, you can use one of the other special RCA Victrolas.

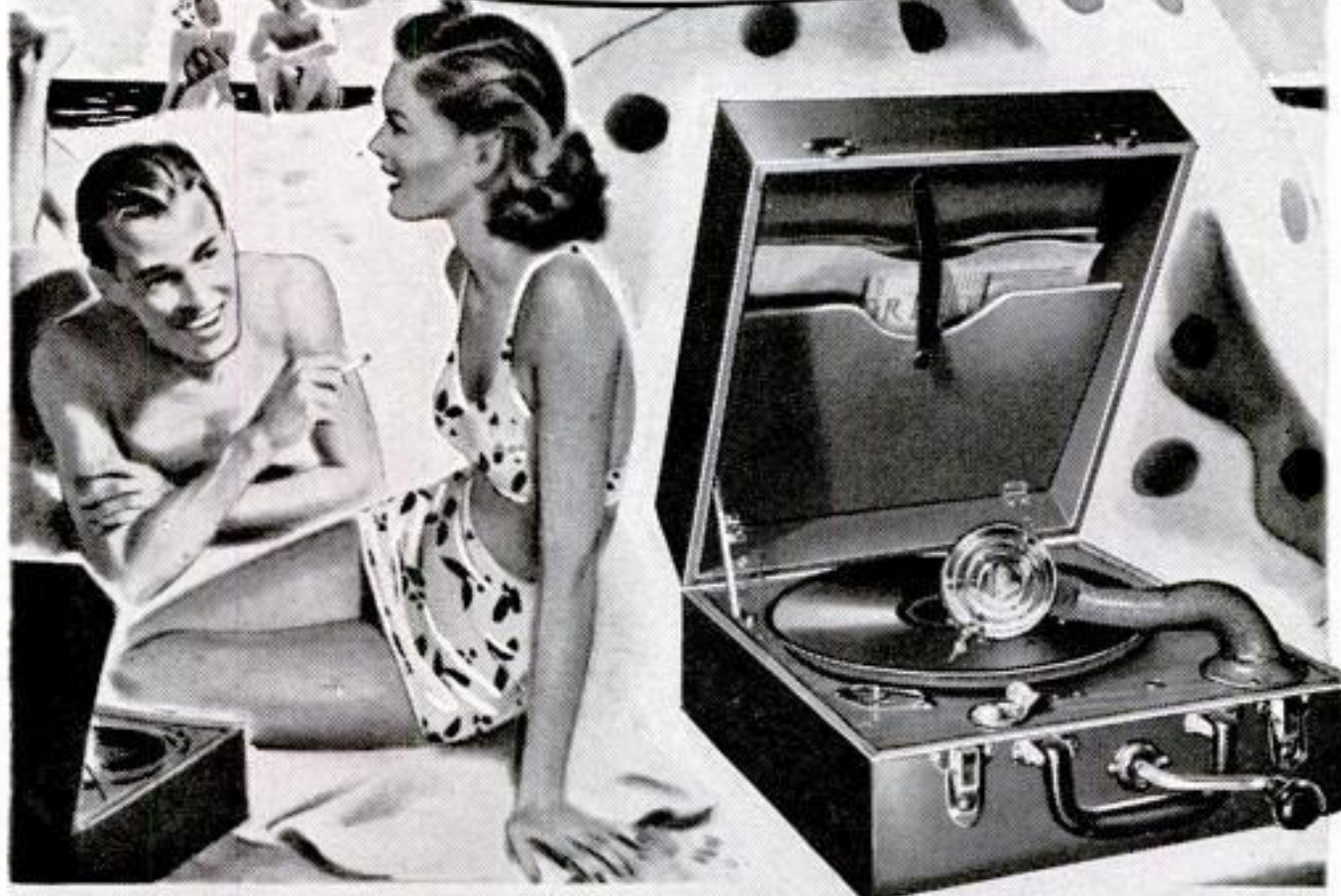
The RCA Victor Pick-Me-Up Radios enable you to take your favorite programs with you on picnics, camping trips, in boats, canoes. Indoors or out they are independent of house current. Step into your RCA Victor dealer's store and select the musical luggage that will double your vacation enjoyment.

You can buy RCA Victor Radios on C. I. T. easy payment plan. Any radio instrument is better with an RCA Master Antenna. *All prices f.o.b. Camden, N. J., subject to change without notice. FOR FINER RADIO PERFORMANCE—RCA VICTOR TUBES. Trademarks "RCA Victor," and "RCA Victrola" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.



"LET MUSIC SWELL THE BREEZE"

This easily portable instrument, RCA Victrola Model U-50, gives you both radio and record entertainment. Its luggage style case with wedge section construction allows for large speaker and for playing 10" and 12" records with lid closed. Radio is RCA Victor three-band instrument, giving you local and foreign reception. Price includes your choice of Victor or Bluebird Records to value of \$4.50, trial subscription to Victor Record Review, and Victor Record Society membership. For use with 110 volt AC current only. **\$69⁹⁵***



RCA Victrola Model 0-50 (phonograph only) shown above, is a fine electric instrument which uses standard house current (110 volt AC). Luggage style case makes it easily portable. Plays 10" and 12" records with lid closed, and wedge construction of case permits large, full-tone speaker. Included in price of this model is your choice of Victor or Bluebird Records, value \$4.50, trial subscription to Victor Record Review, and Victor Record Society membership. **\$49⁹⁵***



You can take it with you

"Sweet Freedom's Song" is the music from one of these beautiful new RCA Victor Pick-Me-Up Radios when you are away from the job and out in the country. This Model 94BP-1 is completely self-contained and obtains its power from long-lived batteries. Has no external wires. Needs no house current. Finished in airplane luggage cloth in a variety of colors. Price (complete with batteries) **\$19⁹⁵***

Also available in brown or black genuine leather at slightly higher prices.



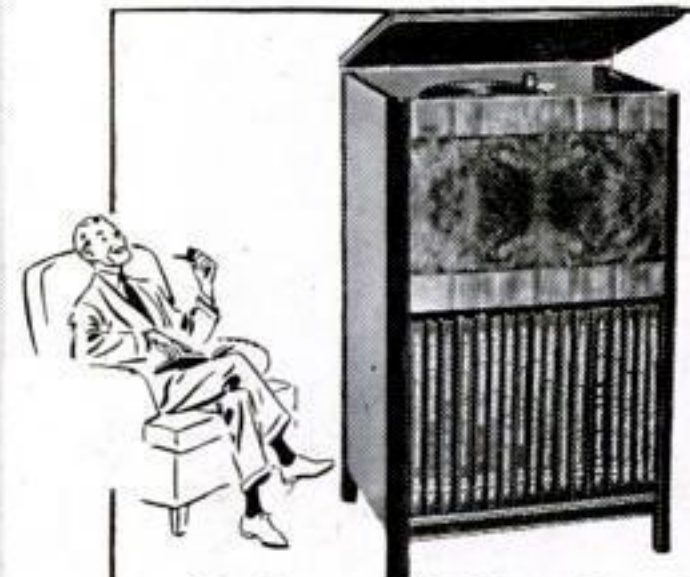
PLAYS VICTOR AND BLUEBIRD RECORDS ANYWHERE

RCA Victor 0-10 is a self-contained phonograph requiring no electricity

This handsome, easily portable Victrola is operated by a strong spring-wind motor which requires no electricity. It will give you a good musical performance no matter where you may be. Handsome, compact, blue or black case provides space for carrying several

records. Included in its amazingly low price is your choice of \$2.25 worth of Victor or Bluebird Records. **\$9⁹⁵***

Same instrument also available as Model 0-19 in durable new airplane luggage cloth covering at a slightly higher price.



Here's an RCA Victor Record Player which changes records automatically!

Above is newest RCA Victor Record Player Model VA-22. Connected to your own radio it will play records with tone comparable to that of your set. This model also changes records automatically, just as is done in higher priced models of RCA Victrolas. In addition, Model VA-22 provides generous record storage space. Included in price is your choice of Victor or Bluebird Records, value \$4.50, trial subscription to Victor Record Review and Victor Record Society membership. **\$59⁹⁵***

RCA Victor

A Service of the Radio Corporation of America

Now . . . WHETHER OR NOT YOU ARE GOING TO THE FAIR

America's Finest Magazine

Does New York for You



Fortune



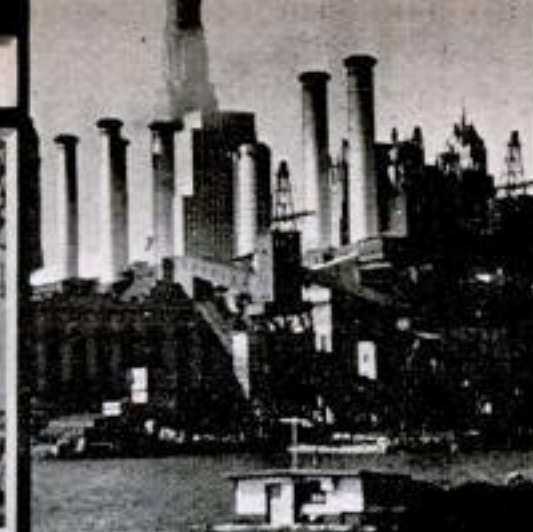
Fortune



WORLD JEWELERS EXCHANGE



Fortune



Fortune



➔ *in 230 pages . . . 100,000 words . . . hundreds of superlative pictures—and for the first time places single copies*

ON SALE AT YOUR NEWSSTAND

SO THAT YOU who are going to the World's Fair may know New York better than many New Yorkers know it, and so make the most of your time and get the most for your money there—

So that you who are staying at home may have some of the fun of a trip to New York without stirring from your favorite armchair, and be able to talk New York with your friends when they come back—

LIFE's sister magazine, FORTUNE, this month publishes an issue entirely given over to The Story of New York City—an issue designed to show New York to America as LIFE in its special issue of June 5th showed America to herself!

THE BIGGEST THING ABOUT THE FAIR IS NEW YORK

The New York Issue of FORTUNE is not a World's Fair Issue.

For even if there were no Fair, FORTUNE as the Magazine of Business some time this year would have told the story of the city where all the world comes to borrow and buy and sell; the city that consumes more U. S. products than Europe and Asia combined; the city whose business affects every business in America—including your own.

But the New York World's Fair does make this issue particularly timely today.

FORTUNE will show you the city as it really is—and in a magnificent full-color portfolio, the city as eleven of America's finest artists have painted it.

FORTUNE will take you all around the town to see how you live in New York on \$20 a week if you are a mail room boy or a clerk at Macy's; on \$18,000 a year on the East Side if you are a prosperous Gentile couple; on \$18,000 a year on the West Side if you are a well-to-do Jewish man and wife.

FORTUNE will show you the Spanish Quarter at

the head of Fifth Avenue; Yorkville with its Bierstuben and its Bund; Little Italy, Little Hungary, Little Syria; the Scandinavian colonies beyond the East River; and the three square miles of Manhattan the Negro has made his own.

FORTUNE in a Baedeker of New York Business will take you to see the skyscrapers that house the headquarters of many of the most important corporations in America; to Seventh Avenue to see the garment and millinery centers where 7,000 manufacturers gamble on style five times a year; to bustling Brooklyn where skies are stained with the soot of industry; to swanky 57th Street where art dealers sell their treasures for fat commissions, and to rowdy 14th Street where bearded, derbied peddlers hawk their wares.

But there are as many New Yorks as there are races, professions and people. And to tell the story of the greatest city in the world as it has never been told before, FORTUNE must also tell the story of the New York of the taxi driver; the New York of the book publisher; the New York of the police officer; the New York of Billy Rose the Showman; the New York of the out-of-town visitor—and many more.

THE ONLY ISSUE OF FORTUNE EVER SOLD SINGLY

This is the first issue of \$10-a-year FORTUNE ever to be offered on the newsstand for single copy buying.

It is the biggest issue FORTUNE has ever published . . . with 230 pages and 100,000 words . . . with more pages of pictures; more photographs, maps, paintings, drawings and diagrams *in color* than ever before.

Altogether, it is an issue you and your family and friends will read, enjoy and treasure for years to come.

But production costs on so large an issue put a strict limit on the number of copies on sale. To be sure of your copy, see your newsdealer *today*.

FORTUNE'S NEW YORK ISSUE

\$2 A COPY AT YOUR NEWSSTAND

FORTUNE IS PUBLISHED BY THE PUBLISHERS OF TIME AND LIFE

Fortune

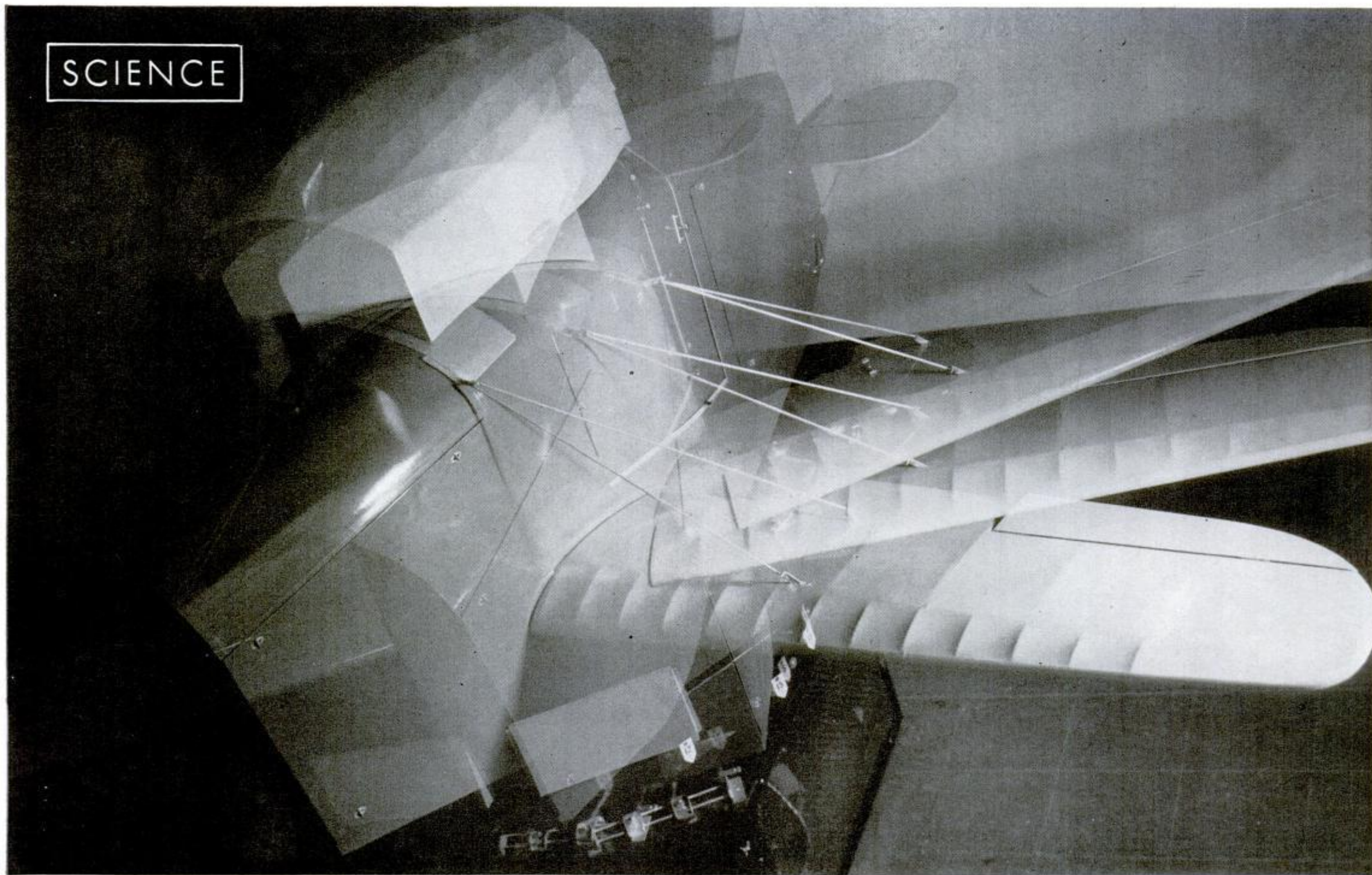


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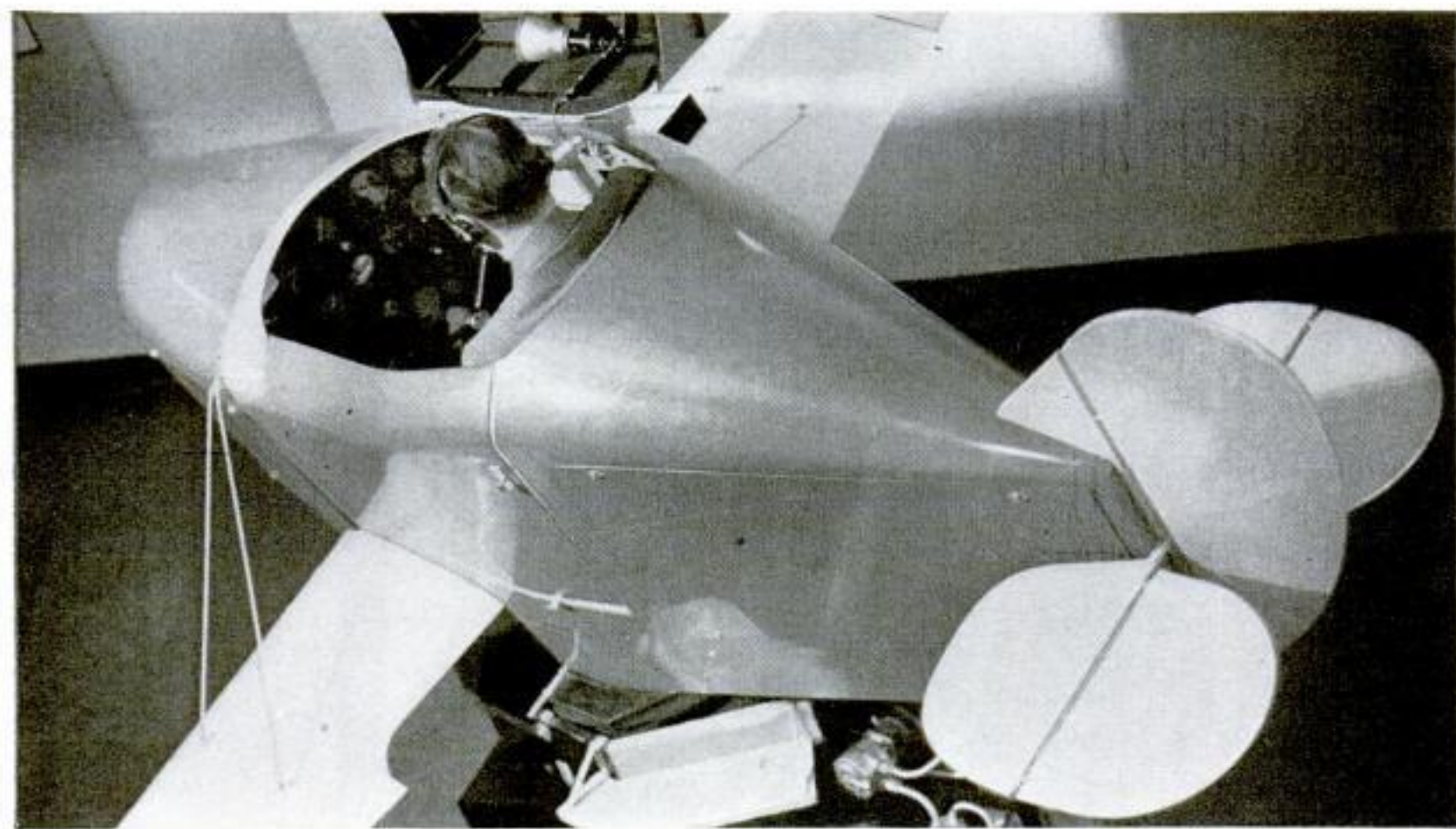


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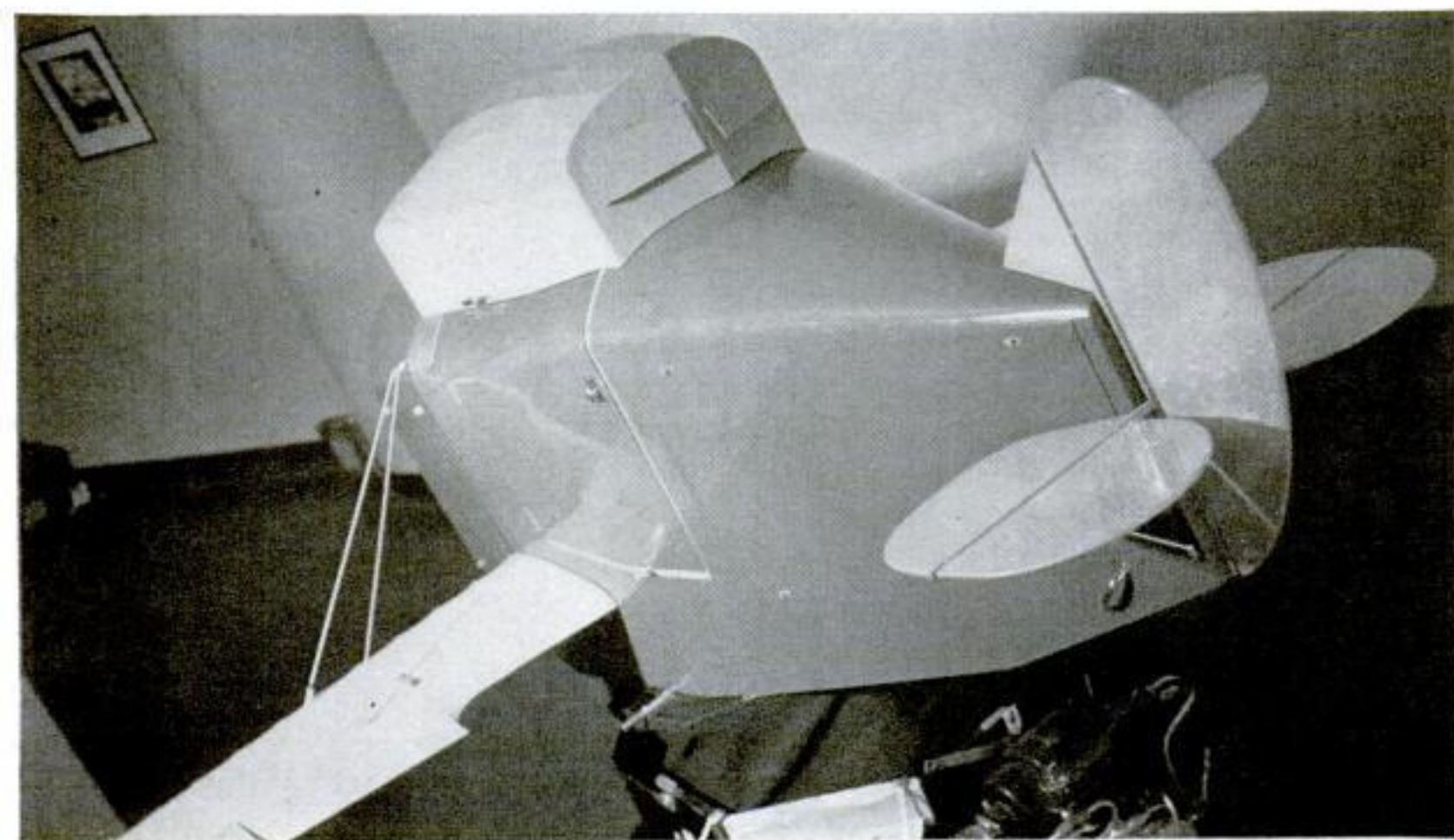




THE CAMERA CATCHES THE LINK TRAINER MAKING A BANK AND TURN. BY REOPENING HIS SHUTTER, THE PHOTOGRAPHER TOOK THE WING IN THREE DIFFERENT POSITIONS



COCKPIT COVER UP SHOWS MR. WECKEL WITH RADIO EARPHONES, INSTRUMENTS BEFORE HIM



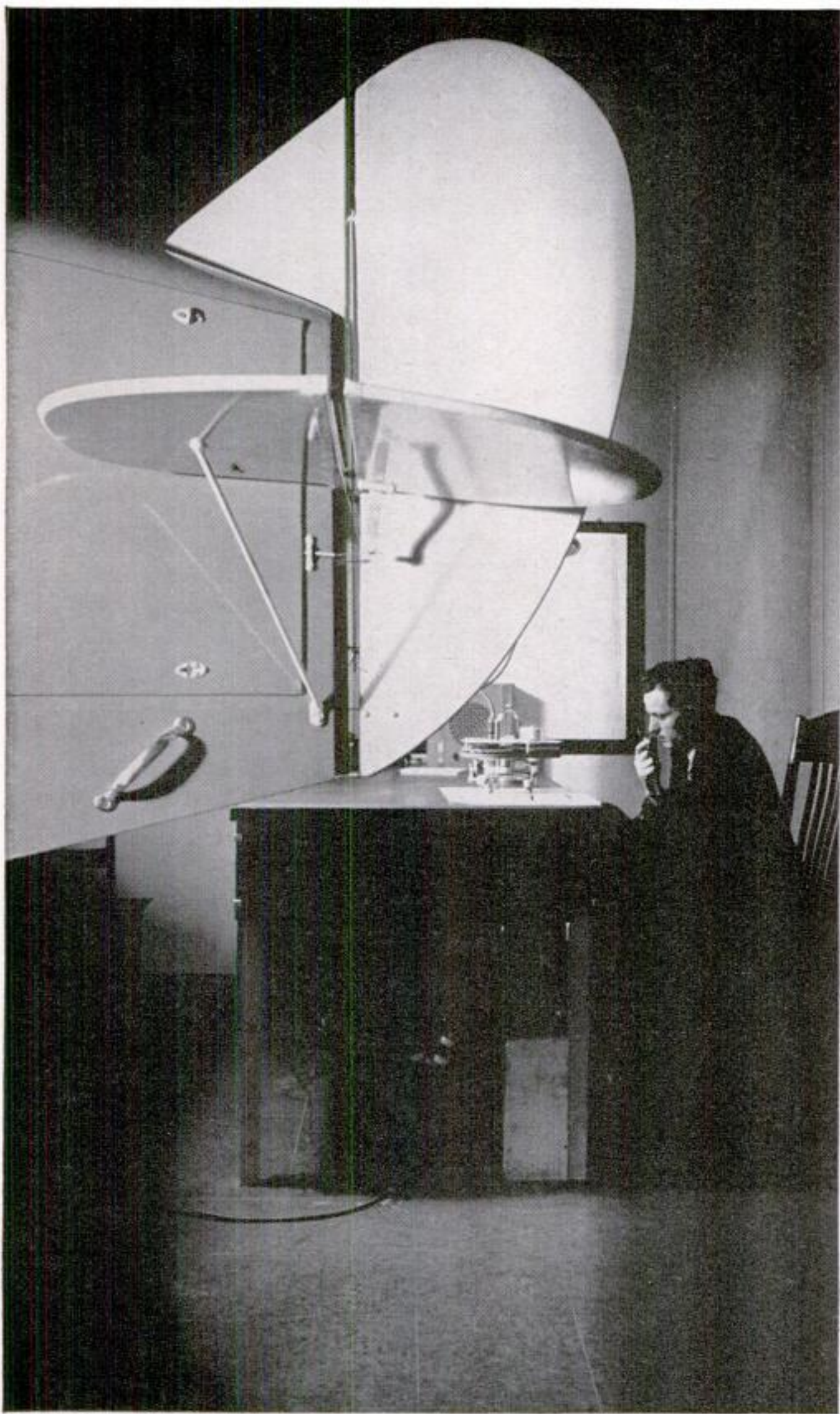
IN ACTUAL TRAINING, COCKPIT IS ALWAYS CLOSED. THE STUDENT SEES NOTHING OUTSIDE

IN GROUND TRAINER MR. WECKEL LEARNS BLIND FLYING FOR SOLO

Until June 16, Arthur Weckel had never flown an airplane in his life. That day he piloted a ten-passenger plane from Newark to Allentown, Pa., and back to Newark where he landed. At no time during his first flight did he see the ground. He flew and landed "blind," guided only by his radio and instrument board.

Arthur Weckel is no "flying fool." An executive of Sperry Gyroscope Co., which invents and makes airplane and marine instruments, he learned to fly in a Link Trainer without leaving the ground. His flight was made to test the efficacy of Sperry's new experimental "Flightray" blind-landing device. The Link Trainer is shown here in action with Mr. Weckel, in his student stages, at the controls. The Trainer does almost everything a real plane does except fly. In its cockpit are most of the instruments and controls found in a big modern plane. When the student manipulates the controls, the Trainer banks, turns, dives or spins just as a real plane does. A Link pilot can get just as dizzy or airsick or lost as a pilot in actual flight. His problem is to keep his plane out of trouble and on its course by proper use of controls, instruments and radio.

The orthodox use of the Link Trainer, as practiced in modern flying schools, is to supplement "contact" flying by teaching a pilot to operate by instrument. At Sperry, the Link is an invaluable flying laboratory, always at hand for engineers' experiments. Having learned in the Link, Mr. Weckel was equipped to use the Flightray in an actual flight. This instrument combines in one dial the indications of four present directional instruments, thus simplifying the task of pilots confronted with an increasingly complicated instrument panel. For blind landings, Flightray can be geared to any one of a half-dozen radio devices now emerging from U.S. laboratories. For the Weckel flight, Flightray was installed in United Air Lines experimental plane 365 and Bendix blind-landing equipment was used.



The instructor sits at a desk behind the Trainer's tail, following the student's flight. In elementary stages of training he has to prompt the student to keep his wings level, nose up. In advanced training, he acts as air-traffic control man, watching the pilot fly a course traced by the "crab" (see below) on the desk before him.

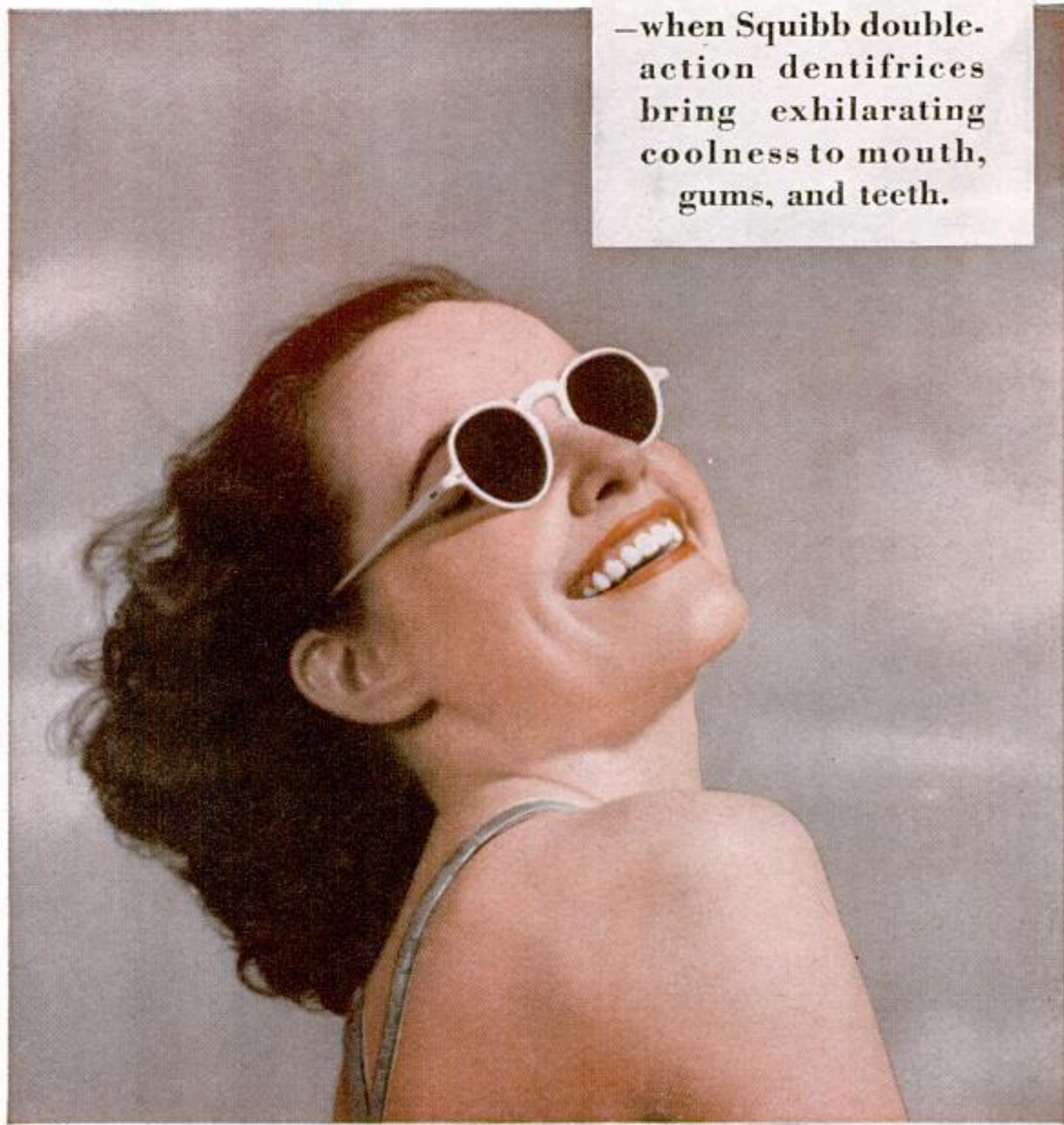


"The crab" follows flier's course on a radio-beam map. This shows that he flew straight beam through the "crab's" wheels. Loop farthest back shows when pilot located himself in proper quadrant. He flew beam to the airport's "cone of silence" in center, circled back, relocated beam with second loop, came in ready to land.

CONTINUED ON NEXT PAGE

*You Can Taste and Feel
The Refreshing Difference*

—when Squibb double-action dentifrices bring exhilarating coolness to mouth, gums, and teeth.



Fight Acid

when you brush your teeth!

SQUIBB DENTAL CREAM and Tooth Powder are doubly beneficial. They cleanse and polish safely, and neutralize destructive acids when they come in contact with them . . . no wonder your mouth feels fresher!

After every meal, acids may form when food particles ferment in tooth crevices, often beyond the reach of brushing. These acids may attack enamel and be a contrib-

uting factor in much tooth decay.

Buy Squibb Dental Cream or Tooth Powder today, to be used at least twice daily.

At night, massage your gums with the cream and allow it to remain for the full antacid benefit.

You'll like the exhilarating feeling of refreshment . . . the comforting sense of cleanliness . . . that follow every Squibb brushing!

SQUIBB DENTAL CREAM

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

A Squibb laboratory control number appears on every Squibb container. It is evidence that the raw materials, steps of manufacture, and final Squibb product have been subjected to the severity of all Squibb tests.



**EVERY DAY A
VACATION
DAY...**



**THANKS TO
TAMPAX!**

**NO BELTS
NO PINS
NO PADS
NO ODOR**

NO stay-at-home week-ends, no calendar days—if you use Tampax for sanitary protection. Even in a modern swim suit there is nothing to "show"—no line or edge of belt or napkin. Tampax is worn internally, acting gently as an absorbent and allowing you to golf, ride, bathe, swim—in comfort, without chafing, without the formation of odor!

Perfected by a doctor, Tampax is made of pure, long-fibered surgical cotton. Firmly cross-stitched, it cannot come apart and fail in protection. Each sealed in patented applicator—neat, quick, dainty. Your hands do not even touch the Tampax. Quite unlike any other product, because it flattens out to a thin shape in use. No disposal difficulties. Comfortable and efficient, the Tampax way is the civilized way for women.

At drug stores and notion counters. Average month's supply, 35¢. Introductory package, 20¢. As much as 25% may be saved by purchasing economy package of 40.

**NOW SOLD IN
TWO SIZES
REGULAR
and JUNIOR**

Accepted for advertising
by the Journal of the
American Medical Association.



TAMPAX INCORPORATED LF-10-79
New Brunswick, N. J.

Please send me in plain wrapper the new trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below:

() REGULAR TAMPAX () JUNIOR TAMPAX

Name _____

Address _____

City _____ State _____

(continued)

Weckel made a good flight and a fine landing

Arthur Weckel had 40 hours of Link Trainer flying before he took the 365 on his first flight. As a precaution, a co-pilot took the plane off the ground. Then Weckel took the controls, flew a difficult quadrilateral course from Newark to Easton and Allentown, Pa., and back to Newark. He had to shift radio beams three times. At Newark, he found the blind-landing beam easily, came down to ground on it like a veteran.



The Flightray indicator is white dial with airplane at top of panel. Once on the blind-landing track, the pilot lands by holding indicator plane level in dial center.



Flying blind, Weckel (left) has shade covering his window. Unless he peeks, he cannot see outside co-pilot's window. Tilt of ground shows he is banking to left.



A good landing, as satisfactory as pilots flying contact make, was achieved by Weckel. He touched ground at 90 m.p.h., faster than normal, to stay on the beam.

**TO SHAVE FAST
WITH COMFORT-**

**DO AS
BARBERS DO..
USE COLGATE
LATHER**



Jimmy Costello
Stork Club Barber Shop,
New York City

2 OUT OF 3 BARBERS USE COLGATE LATHER—THE FAST FRIENDLY SHAVE!

So, for a fast easy lather shave at home, use Colgate Rapid-Shave Cream for these 3 reasons:

- 1. QUICK** because you don't have to prepare your beard before using Colgate Rapid-Shave Cream.
- 2. SMOOTH** because its rich, small bubble lather melts the beard soft at the base, so your razor cuts clean.
- 3. ECONOMICAL** You can get 200 clean, friendly shaves in every 40c tube of Colgate Rapid-Shave Cream.

**COLGATE
RAPID-SHAVE CREAM**

She wasn't EMBARRASSED



**WHEN • •
SHE APPLIED
FOR THE JOB**

**THIS
TIME**

**↓
BECAUSE
OF—**

PSORIASIS

Have you been sensitive and embarrassed in your business career because of disfiguring psoriasis lesions? Then why not give SIROIL a chance? It tends to remove the crusts and scales of psoriasis which are external in character and are located on the outer layer of the skin. Should these psoriasis lesions recur, light applications of SIROIL will help keep them under control. Applied externally, SIROIL does not stain clothing or bed linen—nor does it interfere in any way with your daily routine. Offered to you on a strict two weeks satisfaction-or-money-refunded basis.



SIROIL—AT ALL DRUG STORES

SIROIL LABORATORIES, INC. Dept. 7
1214 Griswold Street—Detroit, Michigan

Please send me your booklet on Psoriasis.

NAME _____

ADDRESS _____

CITY _____ STATE _____

The Tire with the *wrinkle* STOPS YOU QUICKER ...GIVES YOU LONGER MILEAGE, TOO!



You're miles ahead
with **GENERAL**

INTO Squeegee-Wrinkle Generals has been built a most remarkable combination. Those deep-cut, flexible ribs roll along in utter silence, without the usual noise and pounding that is a constant reminder that rubber is wearing off. As a result, thousands of extra miles have been added to the already famous long mileage of General Tires.

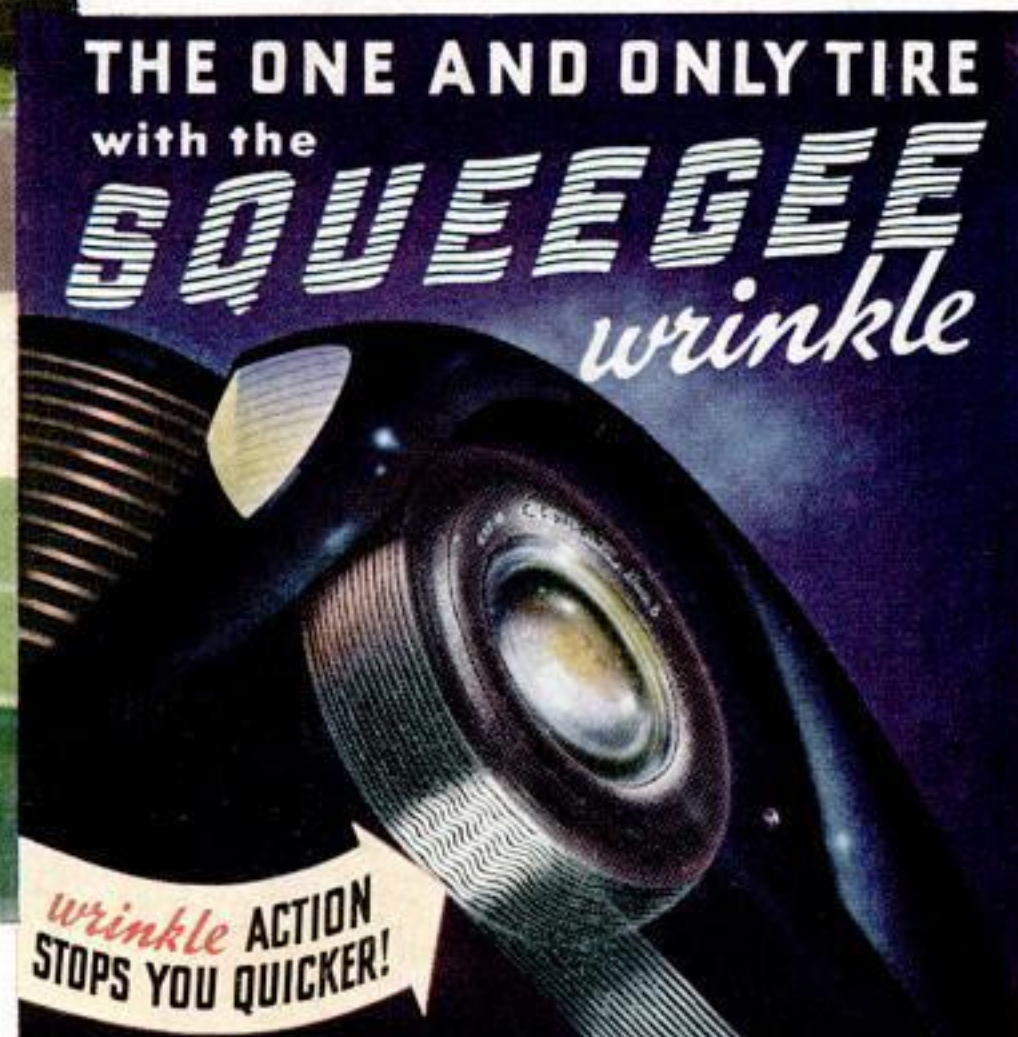
At the first touch of the pedal, those same ribbons of safety squirm and wrinkle into squeegee action... for a quicker, straight stop every time.

Extra strength; blowout resistance; easier steering; low pressure comfort; economy; Top-Quality... you get these, too, in Generals and today's low prices make them surprisingly easy to have.

Let your General Tire dealer show you how easy it is to change-over your new car or to equip your present car.

THE GENERAL TIRE & RUBBER CO., AKRON, OHIO
In Canada — The General Tire & Rubber Co., Limited,
Toronto, Ontario

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THE FIRST INNOVATION IN TREAD ACTION ON THE ROAD since the original "non-skid." General's flexible tread is straight, until you touch the brake... then it *wrinkles*... grips in every direction... for a quicker, straight, safe stop, in any weather.



"I'M NO LONGER A BACK SEAT DRIVER

Yes... often I've pushed my foot to the floor and tried to 'help' to stop the car. Perhaps, involuntarily, I said something, too! But no more. You just *know* these Squeegee-Generals will stop... safely, every time. Now I *relax* and leave it to my husband and the tires."



"BLOWOUTS? THEY DON'T WORRY ME

I figure that if a tire has the proper strength, and the right materials and engineering, all this worrying about blowouts is poppycock. I *know* Generals are stronger and that they've always led in safety. I put my trust in the *quality* tire."



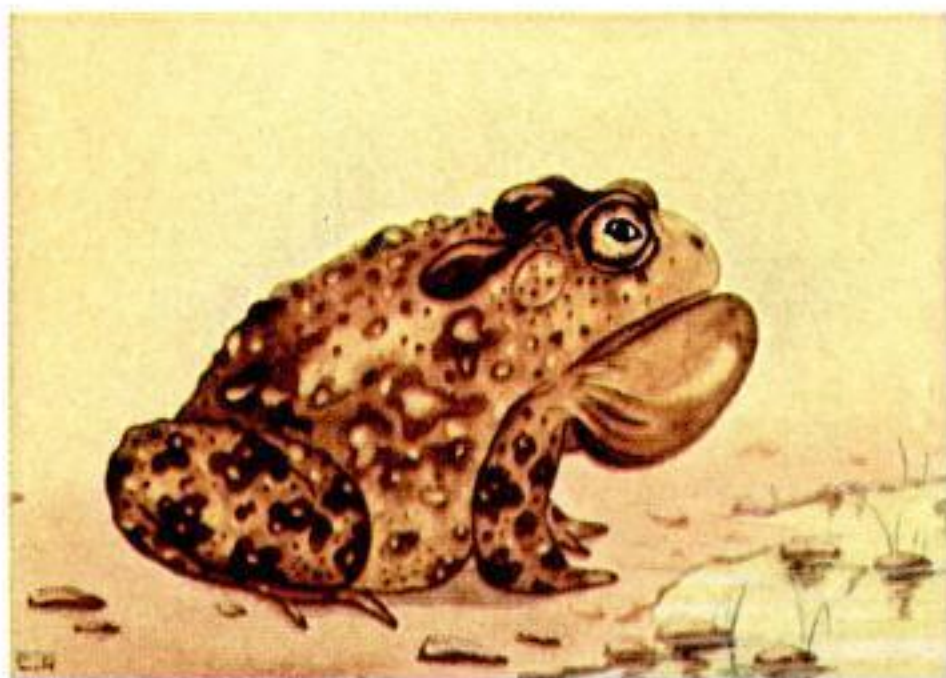
"WHY CHANGE-OVER A NEW CAR? LISTEN:

The extra *mileage* Squeegee-Generals give you, in itself, pays for the cost of putting them on a new car. Even so, I wouldn't be without the greater safety... protection... comfort... ease of handling... silence... and peace of mind... *at any price.*"

NATURAL HISTORY



The Green Frog makes the strangest noises. It can sound like a dog barking, a hammer hitting wood, paper tearing.



The Southern Toad loves to eat fireflies. When wooing, the male sits by a pond and sings until a female comes to him.



The Southern Bullfrog is called the "pig frog" because it emits low swinish grunts. It is very shy and seldom seen.



Bufo alvarius, the largest toad in America, is found only in the Southwest. It has sad eyes and a soft, gentle chirp.



The Western Frog is like an ostrich. When approached, this frog dives into mud head first, leaving its rear exposed.



The Leopard Frog, found east of the Sierra Nevadas, is the most common American frog. Slim and handsome, it eats

worms or insects but never fish or other water food. If water is poured on its back, it sings in low purring tones.



The Green Tree Frog is prettiest frog in America, lives high in ferns or vines.



The American Bullfrog is the largest in the U. S. Hungry dragon of the frog pond, he eats crawfish, small turtles and small frogs. His sound: "Jug-o-rum."



CLAUDE PEACOCK SPEARS A FAT BULLFROG. HE CATCHES THEM AT NIGHT, FIRST BLINDING THEM WITH BRIGHT LIGHT

FROG PAINTER COMBINES HIS ART AND HIS BUSINESS

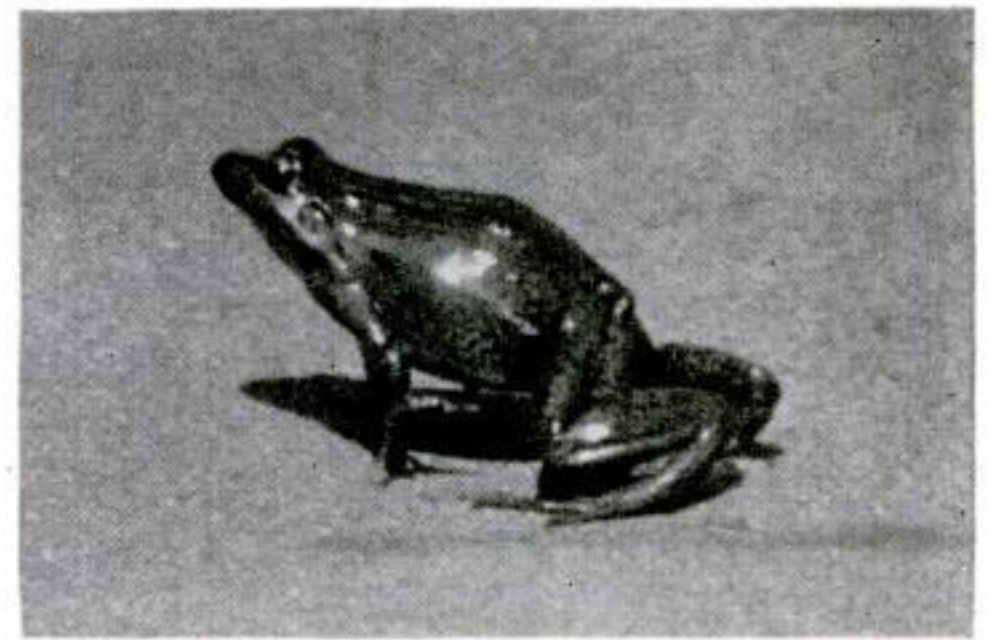
Claude Peacock of Montgomery, Ala., loves frogs. They provide food for both his body and his spirit. On his aquatic farm, Mr. Peacock raises bullfrogs and sells them at 30¢ each for table delicacies. But Mr. Peacock also finds frogs an outlet for his artistic spirit. He paints them. On opposite page are his portraits of eight American frogs and toads. Above is Mr. Peacock filling an order for a customer.

On his farm Mr. Peacock has a nucleus of 200 full-grown frogs who, by season's end, will have hatched out about 300,000 tadpoles. But only a fraction of these tadpoles will survive to full froghood. Frogs lead a dangerous life. Though, as members of a class of vertebrates called batrachians, they are the evolutionary descendants of fish and the ancestors of reptiles, they are constantly being devoured by fish and snakes. They live partly on land and partly in

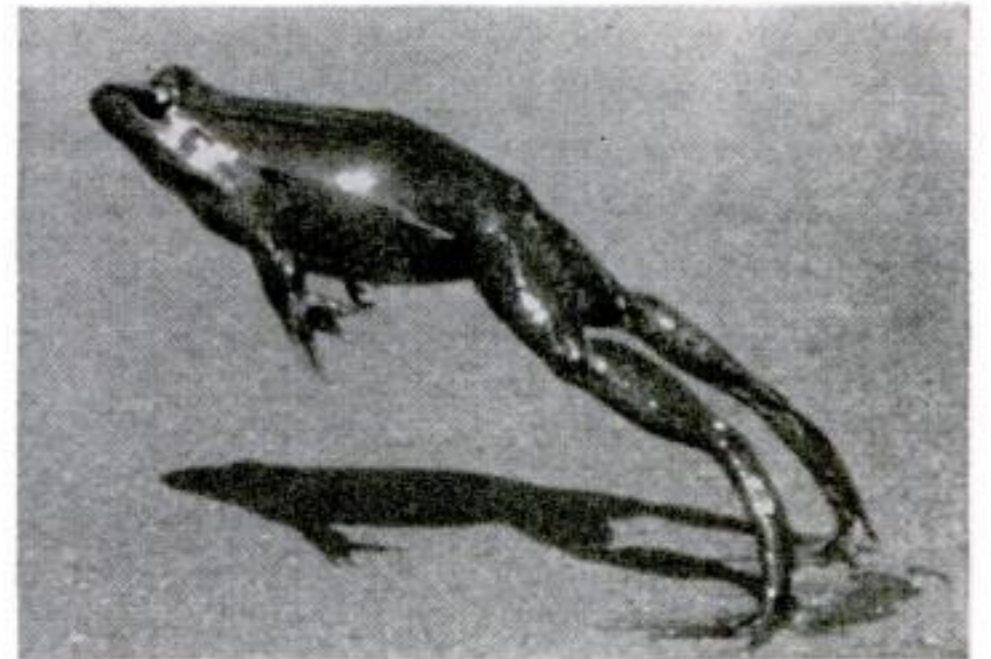
water but are equipped to live entirely in neither. In world population, batrachians are only one-fourth as numerous as reptiles, one-eighth as numerous as fish, one-tenth as numerous as birds.

Frogs sing most during courtship. Female frogs never sing. Frogs have acute senses of sight and hearing but are very farsighted. Toads differ from frogs in that they live entirely on land during summer months, look fiercer than frogs but aren't. They don't eat their young. Some frogs do. The toad was once valued highly for brewing medieval medicines and for carrying a precious gem in its forehead. This superstition caused Shakespeare to compose the most famous poetry ever written about batrachians:

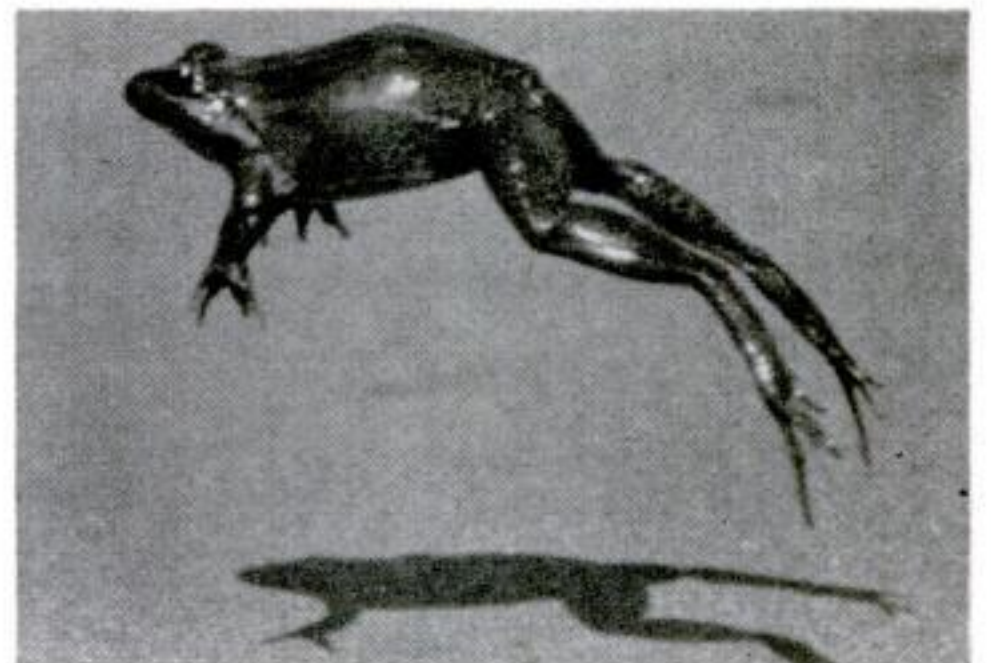
*Sweet are the uses of adversity;
Which, like the toad, ugly and venomous,
Wears yet a precious jewel in his head.*



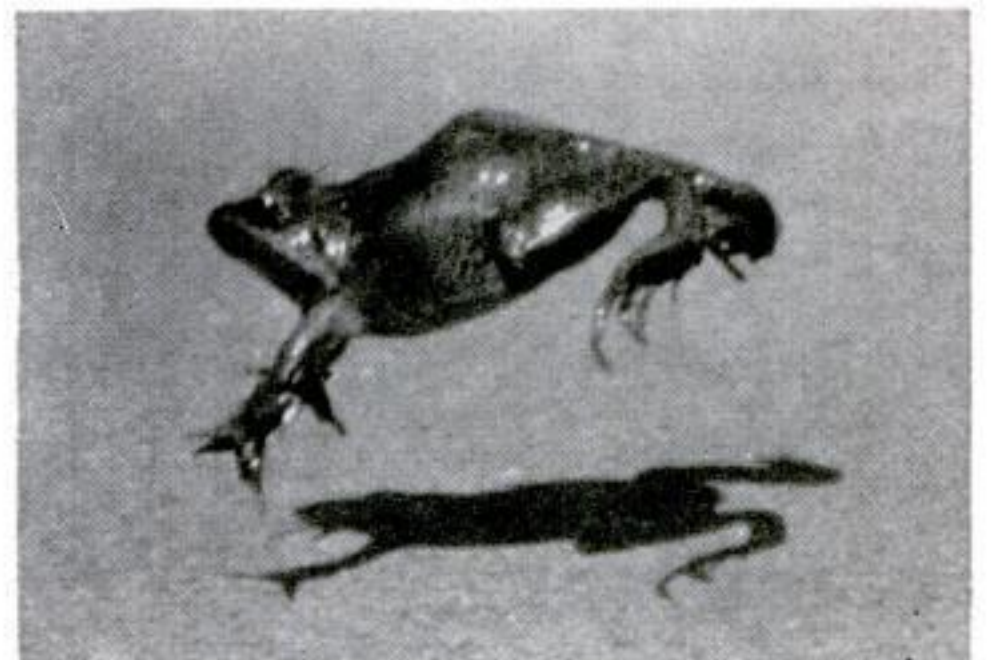
About to jump, frog gets firm stance with hind legs. Frogs can jump twelve times their length, men only four times.



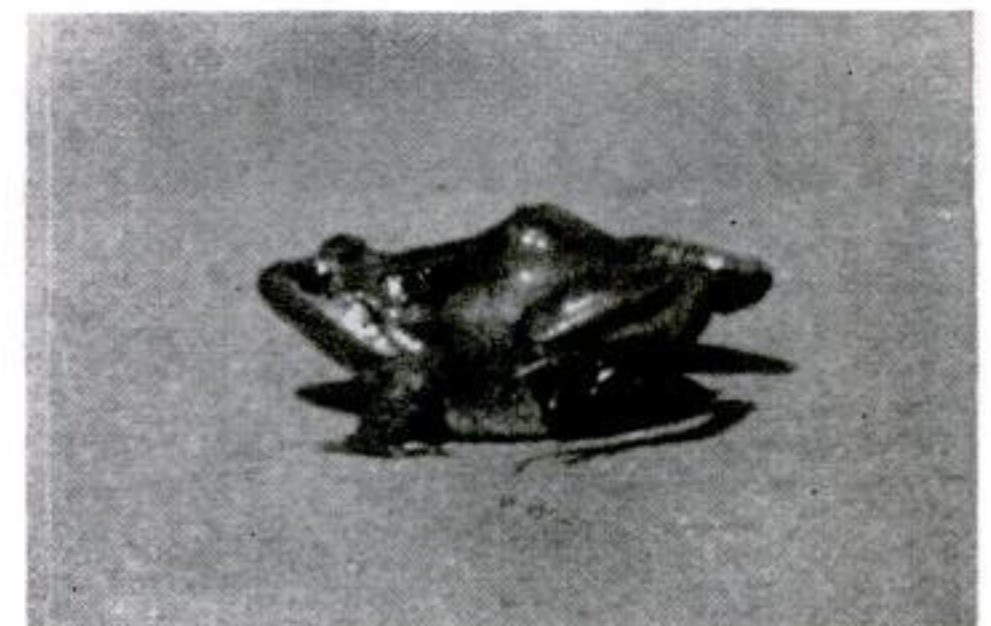
Hind legs stretch full length on take-off. Normally frogs leap low, leap high only when frightened or hunting food.



At height of leap, frogs present a not ungraceful appearance. A jump of 6 ft. is considered very good for a frog.



Coming down, frog draws up hind legs, stretches stubby fore-limbs out. Frog's legs are as long as head plus body.



Landed, the frog squats in contented heap. Jumps like this one, caught with high-speed camera, take less than a second.



Emperor Hirohito of Japan, in his enthronement robes 13 years ago. These heavy silk wrappings, embroidered with the paulownia blossom, second in sanctity only to the chrysan-

themum, are the same as those of a high Shinto priest. He carries a priest's scepter. For Hirohito is an Emperor, a Pope and a God in one person. He owns all Japan in theory

and he is Japan. Readers who do not want to offend the Japanese will be careful not to hold this picture upside down, to put any object on it, to sit on it, or to throw it away.

日本

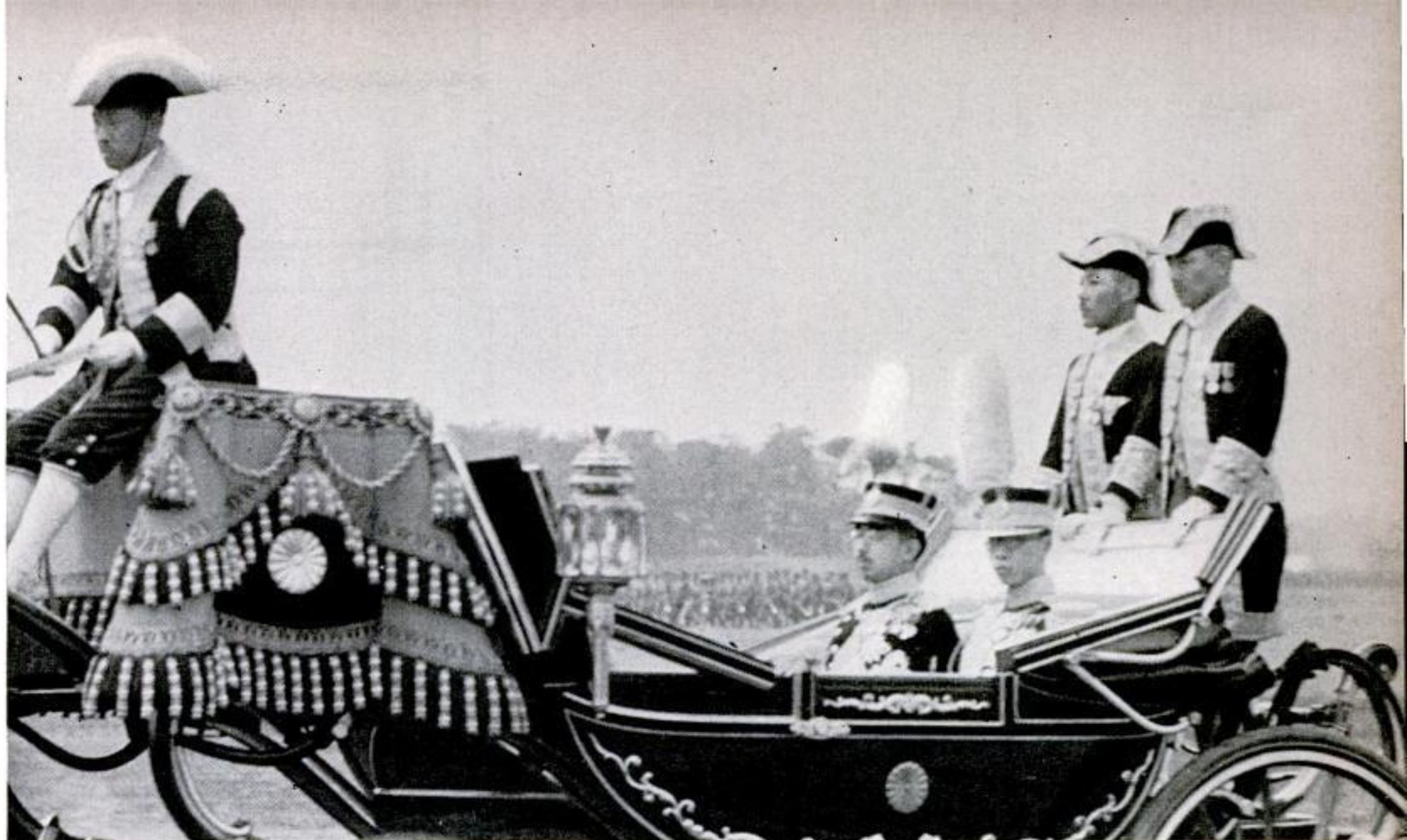
(which means Nippon, or Japan)

JAPAN

IS A WAR MACHINE OF 70,000,000 GODS

Every Japanese thinks he is more or less a god. The top god in Japan is the Emperor, who traces his descent directly back for 2,599 years to Japan's First Emperor Jimmu who was a great-great-great-grandson of the Sun Goddess. Every soldier who dies in battle automatically becomes a full god and joins the millions of other gods. This means that there is a degree of self-interest and personal vanity in Japan's utter and uncritical worship of the Emperor as a god.

Actually the House of Japan is far younger than that of China's Premier H. H. Kung, who is the 75th direct descendant of Confucius. For the Japanese were a primitive brawl of tribes until about 650 A.D. Their fancy history was invented about 700 A.D., much as the Aztec legends of the Sun God were invented. It was completed and codified only 70 years ago, when the two great noble clans of Japan, Choshu and Satsuma, decided to restore the Emperors to power. But so superb a job did they do that all of the Japanese now believe entirely in their emperor's divinity. This is the great uniting and driving force behind the 70,000,000 Japanese today. This is what makes them all, the poorest and the most powerful, feel like equals in a great powerful family, each unimportant in himself but all together omnipotent. For how they are standing up after two years of war, see the following pages.



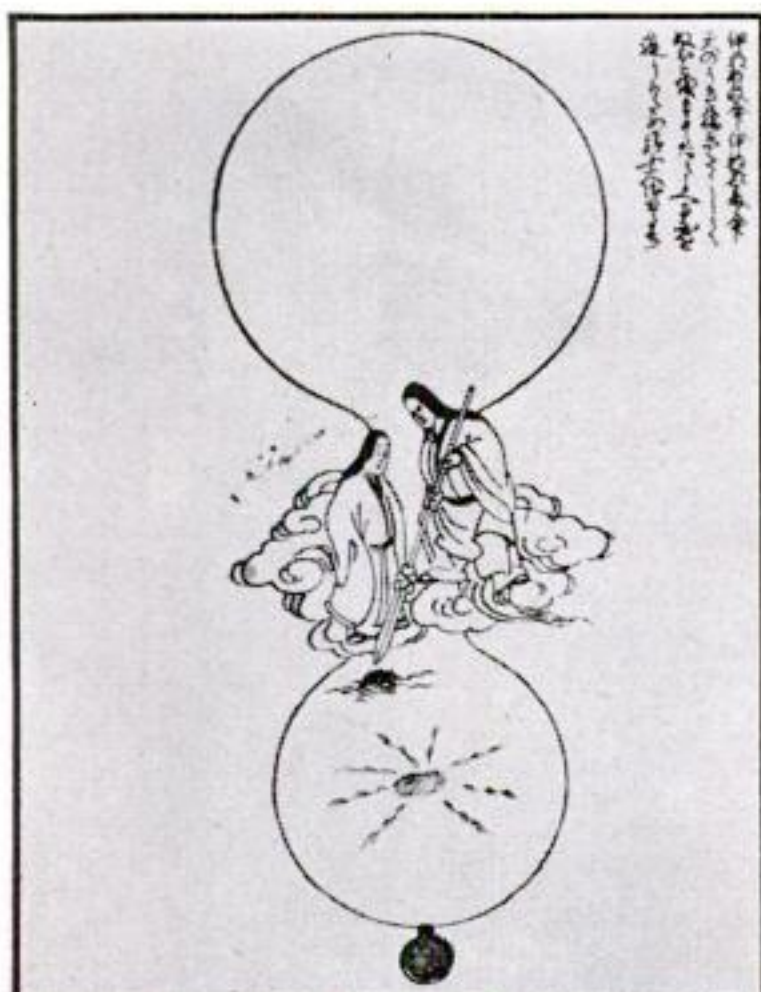
When the Emperor rides out, all shades are drawn along the way; nobody is permitted to look down on him; in fact, nobody is supposed to look at him at all. A direct look may blind one. It is sacrilege to have a name ending in -hito

like the Emperor's, or to refer to him by name. One says "The Throne" or "Sublime Majesty" or "Son of Heaven." Above, he rides with his vassal Emperor, Pu Yi of Manchukuo (right), who was Emperor of China from 1908 to 1912.



Soldiers bow in the Emperor's direction at the western Double Bridge of the Imperial Palace in central Tokyo. This bridge is used only by the Emperor. The Palace park covers 531 acres, is surrounded by a moat and wall. Some

5,000 people work in the Palace, at such hereditary functions as arranging old court music, repairing moat, picking flowers. Most visitors to Tokyo and anyone who suddenly feels fine about the Emperor comes to this spot and bows.



The family of the Emperor began at the beginning of time with the two gods above, Izanagi and Izanami. The former stuck his spear (*hoko*) into the water and made the islands



of Japan with the drops from his spear. Their daughter Amaterasu (center, right) became the Sun Goddess and mother of Japan. Backed by her three attendants, Takiri,



Itsukushima and Takitsu, she watches her mischievous brother Susanoo spit out baby boy. At extreme right is her great-great-great-grandson, Jimmu, Japan's first Emperor.



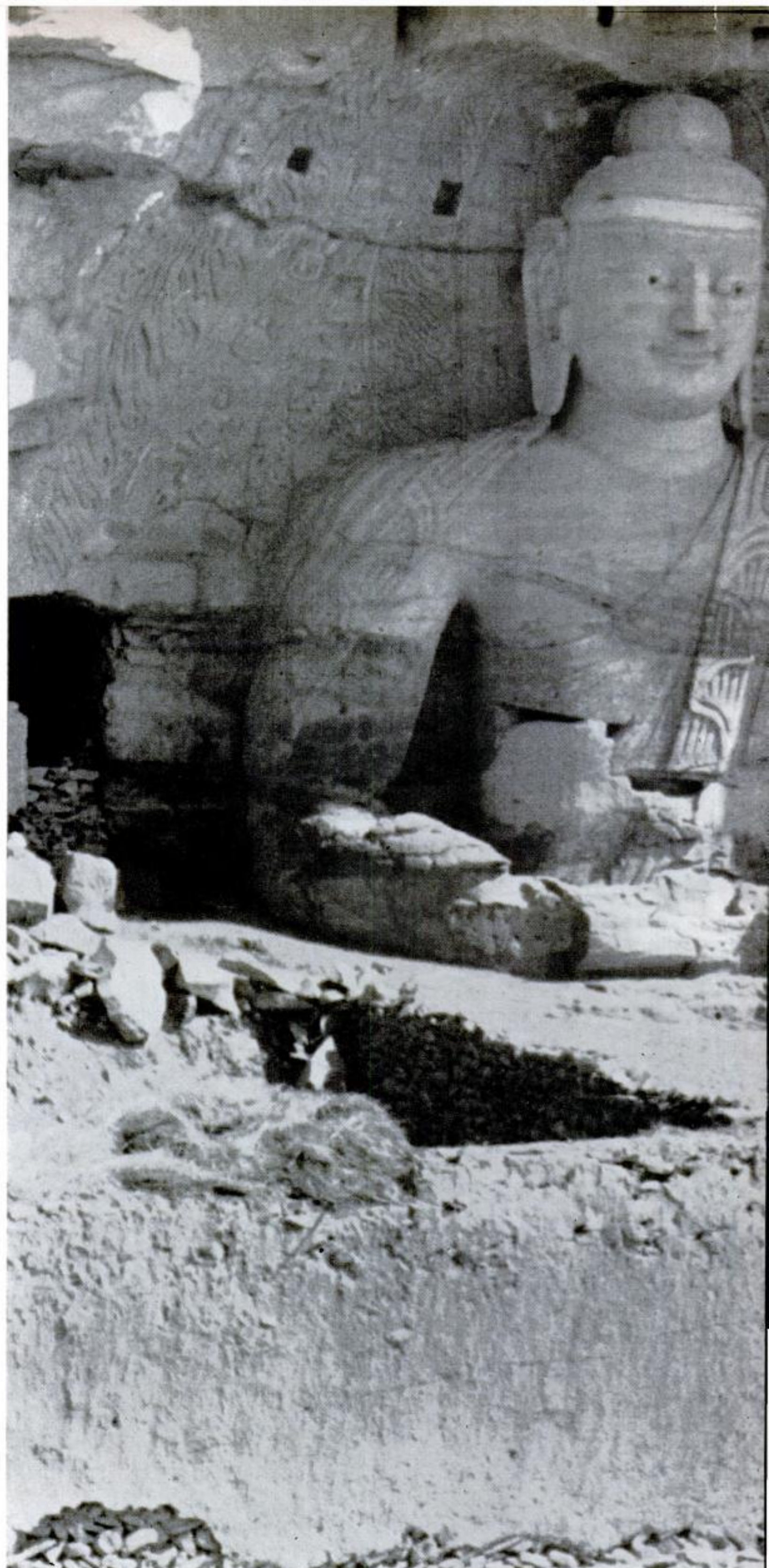
Ashes of the dead are carried through the streets of Tokyo to the Yasukuni Shrine (see p. 52), where they will be sanctified. Some 150,000 sets of ashes have so far been deified at Yasukuni, which means in Japanese, "Shrine which guards the tranquillity of the Empire."



"Three Human Bombs" is this famed statue, admired by middle-school boys, in Tokyo's Green Pine Temple of the Buddhist Zen sect. Paid for by popular subscription, it celebrates three suicides in the Shanghai Incident of 1932 who carried a live bomb forward to death.



A sergeant's friends come to the Tokyo barracks to admire him. The girls in striped kimonos are waitresses. Their *shimada* headdress and bright waist obis show that they are unmarried. This man's regiment mutinied in February 1936 and killed three members of the Government.

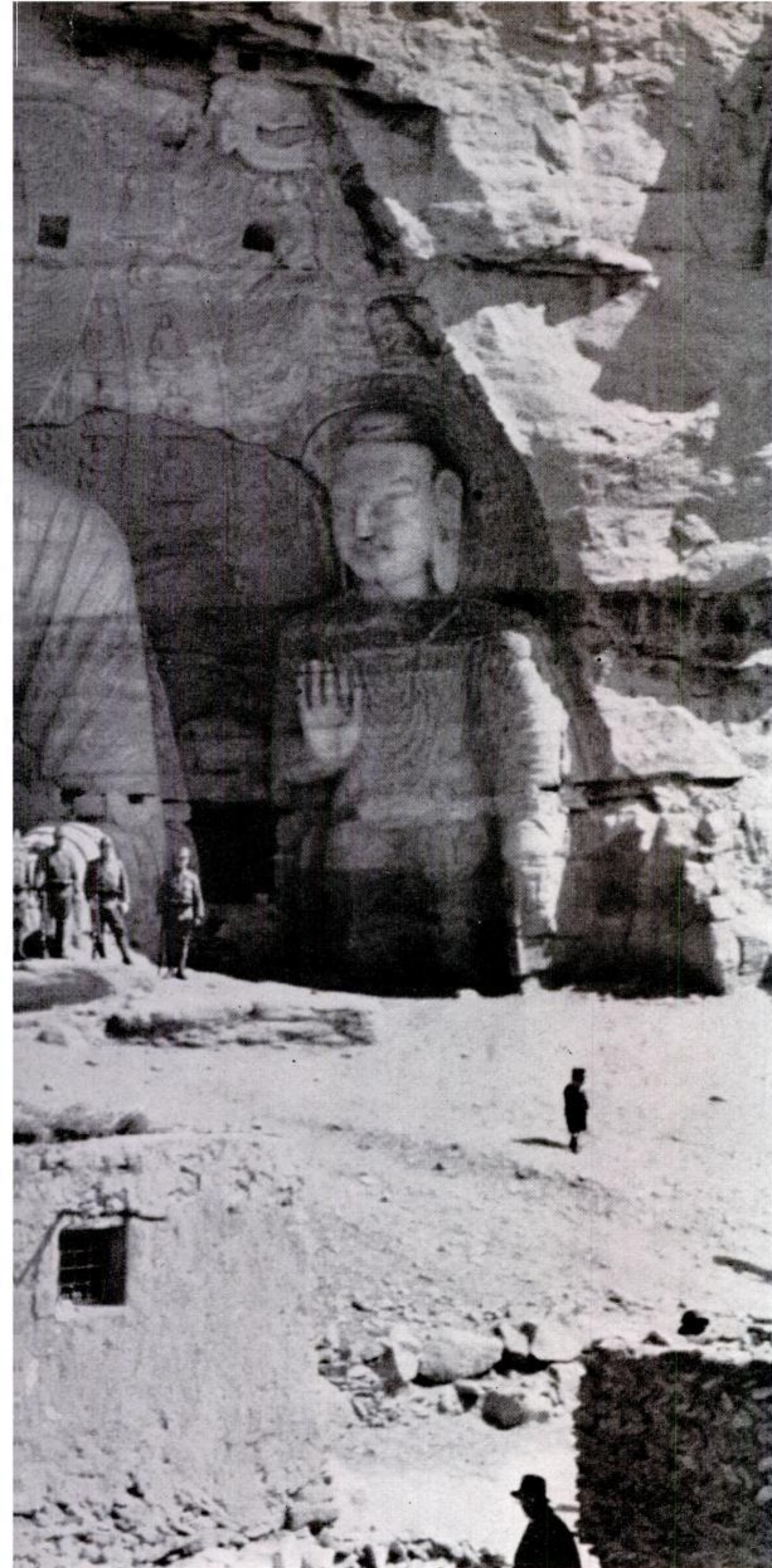


BUDDHA WATCHES OVER VAST AND ANCIENT CHINA WHICH JAPAN IS OUT TO CONQUER.

AFTER 2 YEARS OF WAR JAPAN

The conquest of China is a gigantic, probably an impossible, job. Economists have been prophesying doom for Japan for a year. But the astonishing fact about Japan today, after just two years of expensive and exhausting war, is that the country is apparently doing fine at home. There are no ration cards, no food lines. The stores are full of goods and customers. There is no labor shortage on farm or in factory. Everybody eats well and everybody is full of patriotism. The "China Incident" seems thoroughly under control. Japan currently shows no more sign of cracking than did 18th Century England when Clive was conquering India and the British Navy was deadlocked by France.

The war with China ("China Incident") is relatively popular. Japanese call the Chinese "the half-dead men." (Chinese call Japanese "dwarf thieves.") Though Japan borrowed outright from China its alphabet, painting, Confucianism, Buddhism, tea, pottery, silk, lacquer and poetry, Japanese now consider China a teacher who has become old, blind and decrepit. John Gunther in his ex-



THIS IMAGE IS IN INNER MONGOLIA NEAR THE CURRENT JAPANESE-RUSSIAN FIGHTING

SEEMS TO PROSPER AT HOME

Excellent new book, *Inside Asia* (Harper's: \$3.50) quotes the old saw that no one in the world is so stupid as one Japanese, and no one so bright as two. He proves it by the superb teamwork with which Japanese have got together to wage war. The Japanese press hammers home to its readers that Japan is only trying to impose "peace" on a stubborn China. Underneath the surface is the real story that Japan is forcing China to unite with it against the white men of the West.

Much of Japan's totalitarian strength in time of war comes from the fact that its industrial plant is new and unified under a few huge monopolies. Wages are low. Girl workers get \$1.50 for a 70-hour week, work for a period of five years and then marry. The Prime Minister gets \$2,592 a year. Prices are equally low—a suit for \$5; a good cook for \$2.70 a month; food for four, 20¢ a day. The land, farmed in little pieces by tenant farmers, supplies all Japan's food needs except fish. Only gasoline is rationed today. Bank deposits have reached the high of \$5,000,000,000, or \$70 per person. For the cracks in Japan's armor, see next page.



"Articles for Consolation of the Soldiers at the Front" is what the legend in the background says. This is Japan's biggest department store, Mitsukoshi, with branches all over Japan. All of the stores are now crowded and well supplied with native goods, though prices are up.



High-school boys act like soldiers. The Army has always run Japan and an old proverb says, "The cherry is the best of flowers, the soldier the best of men." In China, on the other hand, a proverb warns against using the best iron for nails or the best men for soldiers.



The progress of the "China Incident" is followed by a noncommissioned officer in Tokyo. The area is Central China, south of the Yellow River, where Japan has taken Nanking, Shanghai and Hankow. Army Press Department tells Japanese it is trying to give Asia peace.



The shrines of Japan do a big business. At top, a poor woman buys an incense stick for 1¢. The banners behind the merchant are presented by believers. Below, a well-to-do wife and her relative burn incense at the shrine of the Six Saints in Tokyo's Asakusa district. The sign describes

the stone lantern behind it as the oldest in Tokyo. The woman claps her hands three times and calls out name of Jizo, Buddhist god of children, to hear her prayer. Her husband is one of two million Japanese soldiers sent to China, of whom the Chinese claim to have put away 864,500.

COST OF THE WAR IS

There are cracks in Japan's armor. They are not visible on these pages but in the gold vaults of the Bank of Japan, the budget, the price indices, the books of the great industrial houses of Mitsui, Mitsubishi, Sumitomo, Yasuda and Okura, which really own Japan. For Japan has no oil, iron, copper, lead, nickel, rubber, to fight a war. It has not even the raw material to make the goods that are its export lifeblood and employ two-fifths of its people. It gets these from the U. S., British Empire and The Netherlands. Japan's gold hoard, low when the war started, has dwindled from \$500,000,000 to \$150,000,000, will probably vanish by the end of this year. Its export trade is slowly vanishing too. Nearly \$2,000,000,000 in "China Incident Bonds"



Dead soldiers are made gods at Tokyo's Yasukuni Shrine, where live ones have their last picture taken. Over 150,000 spirits now live here. Soldiers about to die say, "See you at Yasukuni." In background is the 16-petal Imperial Chrysanthemum design.



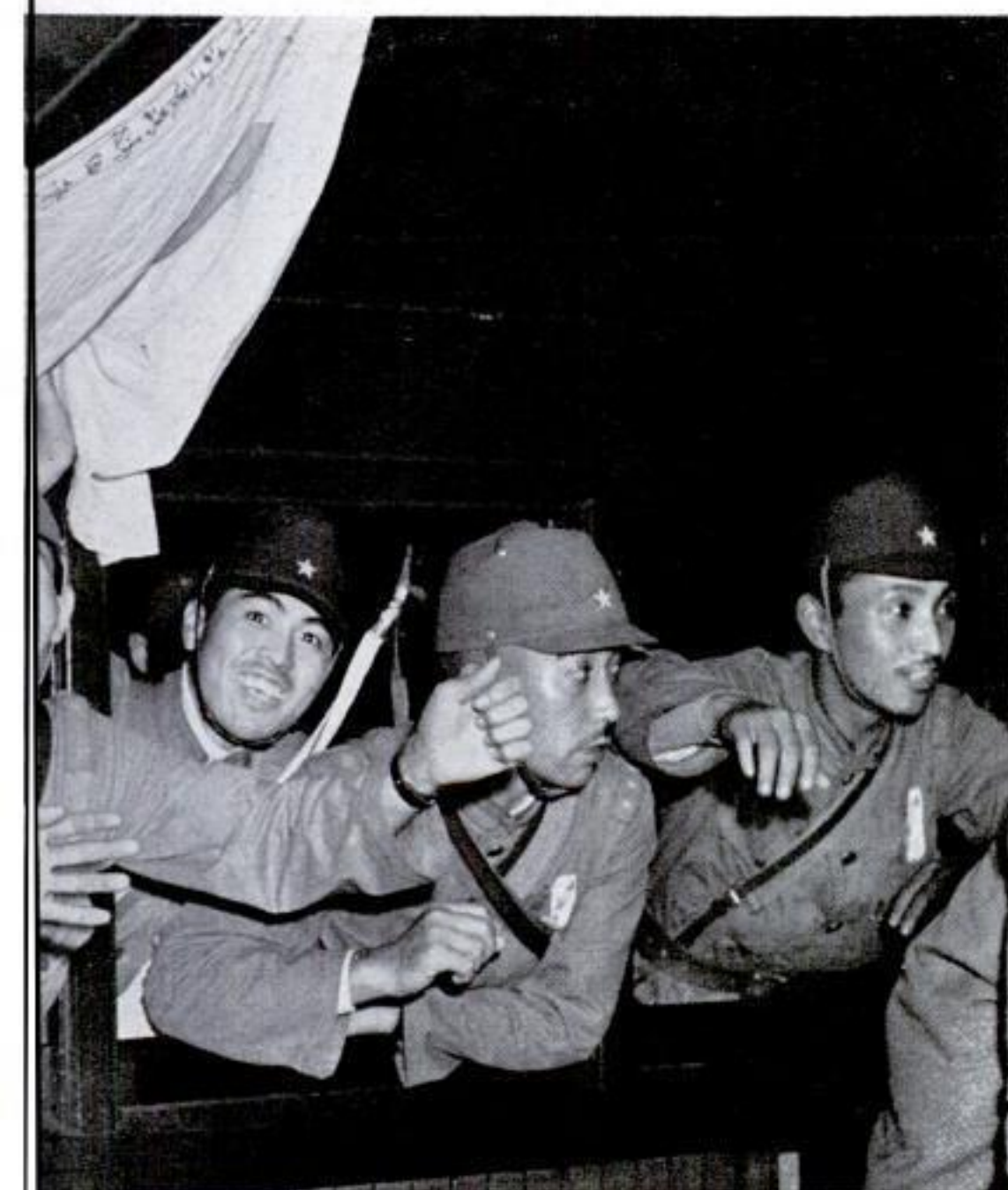
NOT VISIBLE IN JAPAN

have been bought by the people, banks and great industrial houses. The crops of wheat, barley and silk cocoons have fallen off an average of 10%. The total cost of living has risen about 25%, despite Government price-fixing. Foreign goods are scarce—salt for pickling radishes; cord to mend fish nets; leather to repair shoes; nails, shovels, rubber boots, cotton gloves, fertilizer for the farmers. Fiber socks won't wash.

The whole war's cost (\$3,240,000,000) is less than one year of relief in the U. S. and Japan's per capita debt is one-fourth that of the U. S. But the widening cracks in the economic system may force Japan, still a capitalist country, to turn itself, as the price of survival, into the most perfect totalitarian state in the world.



Five sergeants wave goodbye at a Tokyo station (below). The one at left has got all his friends to sign their names on his flag and will wear it on his body through the war. These brown-eyed little men are superb routine soldiers who know their jobs.

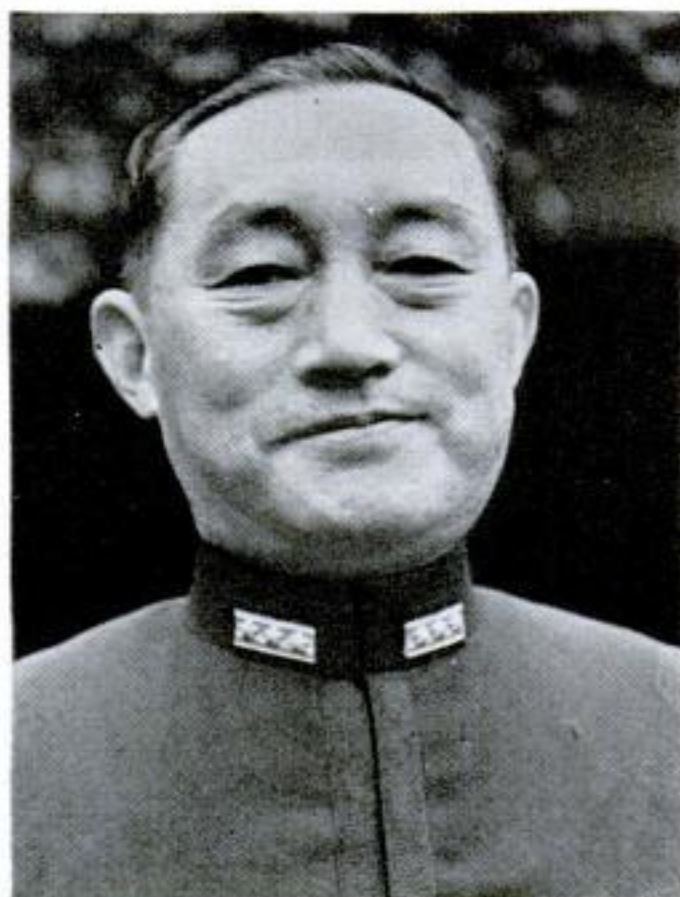


The price of war is visible in Japan only in the mechanical legs of wounded soldiers. Most of these were mowed down by Chinese machine-gun fire, the sole effective weapon of the Chinese armies, which usually gets men in the legs. The agility of these one-legged basketball players is astonishing.

They are convalescing in a Tokyo nursing home. Exact figures for the wounded are impossible to get, as are those for the total in China, the total killed, the total missing. Best guess is that about 150,000 have been killed, 450,000 wounded, out of nearly 2,000,000 soldiers in China.



The War Minister is General SEISHIRO ITAGAKI, 54, peasant's son, former chief of staff of the Kwantung Army. He is most potent man in Japan next to the Emperor, favors a kind of Fascist Socialism.



Navy Minister is MITSUMASA YONAI, 59, very rich admiral who opposes alliance with Germany and Italy. Whereas Army officers are peasant-born and Socialistic, Navy is aristocratic and conservative.



Army firebrand is General SADAO ARAKI, 62, Samurai aristocrat, who backed 1936 mutiny of Army that killed three statesmen, planned to kill the Palace men (below). He thinks Japan must conquer the world.



Most stubborn will in the Army belongs to retired General JIRO MINAMI, 63, peasant's son, ex-War Minister. Some outside writers have called him the real power behind the throne, to his astonishment.



Last of the Genro, an advisory committee to Emperor that the Army has compelled to die out, is Prince KIMMOCHI SAIONJI, 89, liberal, relic of feudalism, who fought in green armor against Shoguns in 1868.



Closest adviser of the Emperor is Count NOBUAKI MAKINO, 88, a Satsuma, aristocrat, liberal, present mouthpiece of Saionji (left). He is hated by the Army. His brother is head of Yokohama Specie Bank.



Imperial Household Minister is now TSUNEO MATSUDAIRA, 62, father-in-law of the Emperor's brother, ex-Ambassador to the U. S. and the chief palace liberal. He is related to the Mitsui industrialists.



Lord Keeper of the Imperial Privy Seal is KURAHEI YUASA, 65, day-to-day political adviser to the Emperor, known well by nobody. He has been chief of the Cabinet Bureau of Audits and the Tokyo police.



Chief Fascist Baron KIICHIRO HIRANUMA, Premier, 73, is a bachelor, teetotaler, jingo, close adviser of Emperor. He stands for Emperor, Nipponism, and "the best in nationalism, Fascism and Communism."



Foreign Minister is HACHIRO ARITA, 54, considered an accommodating tool of the Army clique. Notable only for the scar on his left jaw, he is a competent expert on China, was once Ambassador to China.



Ex-Premier, Prince FUMIMARO KONOYE, 47, is descendant of god who welcomed Sun Goddess to Japan, father of a Princeton golf captain. He is a modest six-footer, ex-Marxist, friend of Saionji, a moderate.



Chief of assassins is MITSURU TOYAMA, 84, called the most powerful private citizen in Japan because his Black Dragon Society can kill anybody. He has just advised the Emperor to declare war.

"THEY" Japanese say that "they" have decided this, "they" will do that, "they" rule Japan. "They," shown above, consist of the men who, by the strange Japanese Constitution, have access to the Emperor and can take away his seal on their "suggestions." "They" are far from united. Most potent group is the Army, which is opposed in

some details by the Navy. Closest to the Emperor is Palace group, shown in the middle. They are old-fashioned, well-born liberals, educated in Europe or the U. S. The Army officers are largely poor men's sons, Fascist-Socialist-minded. The brainiest and most useful men in Japan, the great industrialists, have no direct access to the Emperor.



A CONSCRIPT BOWS FAREWELL

This little man was a lieutenant in the Japanese reserves. His name is Ino. When he was called up for active service, the whole neighborhood turned out to say goodbye. Here, in the gate of his house, he bows to the Men's Defense Association, standing

on a box that says "The Best in the World." He wears his officer's boots and carries the little sack of toothbrush, soap, pen, paper that he will take to the front. He wears the medals that show he has fought in Manchukuo. In the rear his wife bows too.



1 Gramps Northrup is a grumpy, kummel-tipling old man whose chief interest in life is his orphaned grandson, Pud. When Pud's maiden aunt suggests that Gramps is a bad influence on the boy, Gramps gets into towering rage, shocks his wife Nellie by his rudeness.



2 A mysterious stranger who calls himself "Mr. Brink" visits Mrs. Northrup one afternoon at tea time. "Mr. Brink" turns out to be an alias for Death. Granny Northrup goes peacefully. Her last words to the hired girl are to keep Gramps's pipe filled.

MOVIE OF THE WEEK:

On Borrowed Time

Legend of Death in an apple tree makes fine picture

When Lawrence E. Watkin wrote a novel called *On Borrowed Time* in 1937, he paid his readers the unusual compliment of revealing his source material. The characters in the book, he explained, were drawn from those of his grandfather-in-law and his own 5-year-old son. Its fantastic story, which LIFE here tells in pictures, was borrowed from a fable that he had once heard told by Professor Horace A. Eaton in a Chaucer class at Syracuse University. When Mr. Watkin's explanation was published, Professor Eaton promptly relayed the credit for the story to John Fiske, the historian and philosopher, from whom he said he had heard it before the turn of the century. Other readers surprised both Mr. Watkin and Professor Eaton by tracing the story back to medieval legends of Germany, France and Sicily. A Brooklyn rabbi wrote to Mr. Watkin that he had traced its derivation to the Talmud. While the ancient origins of *On Borrowed Time* were thus being revealed, its story was being reworked again by Paul Osborn whose play, based on the book, was a smash hit in New York last year. Now, in movie form, the qualities which enabled the story of *On Borrowed Time* to endure by word of mouth for a thousand years are more apparent than ever.

Faced with an opportunity to turn simple fantasy into a ghastly parade of trick photography, Director Harold Bucquet was wise enough to do nothing of the sort. Lionel Barrymore, troubled by arthritis while the picture was being made, solved this problem neatly by playing Gramps in a wheel chair. His performance, like those of Sir Cedric Hardwicke as Mr. Brink, Beulah Bondi as Nellie Northrup and Bobs Watson as Pud is notable for dexterity and restraint. Although the movie *On Borrowed Time* undoubtedly proves again the truth that good stories grow old gracefully, it will not please everyone. Literal-minded or violently social-conscious critics may agree with the caustic comment of Critic Lionel Halves who found the London stage version "trite, over-winsome, confused, tricky, unconvincing, pathetic, ill-shaped, ingenuous, indeterminate, callow and a calculated, bare-faced, blue-eyed bore."



3 The Golden Russet apple tree in Gramps's backyard tempts small boys in the neighborhood. Gramps tells Pud that he wishes people who climbed the tree would have to stay there until he let them down. The next boy who climbs the tree gets stuck there.



4 Mr. Brink pays a call on Gramps who quickly guesses his true identity. Gramps does not want to die because Pud's upbringing would then be entrusted to his maiden aunt. While Gramps and Mr. Brink are talking, a Golden Russet apple falls at their feet.



5 The fallen apple gives Gramps a bright idea. He asks Mr. Brink as a last favor, to climb the tree and hand him down a Golden Russet. Surprised but always courteous, Mr. Brink agrees. Once in the tree, he finds he cannot climb down. Delighted, Gramps

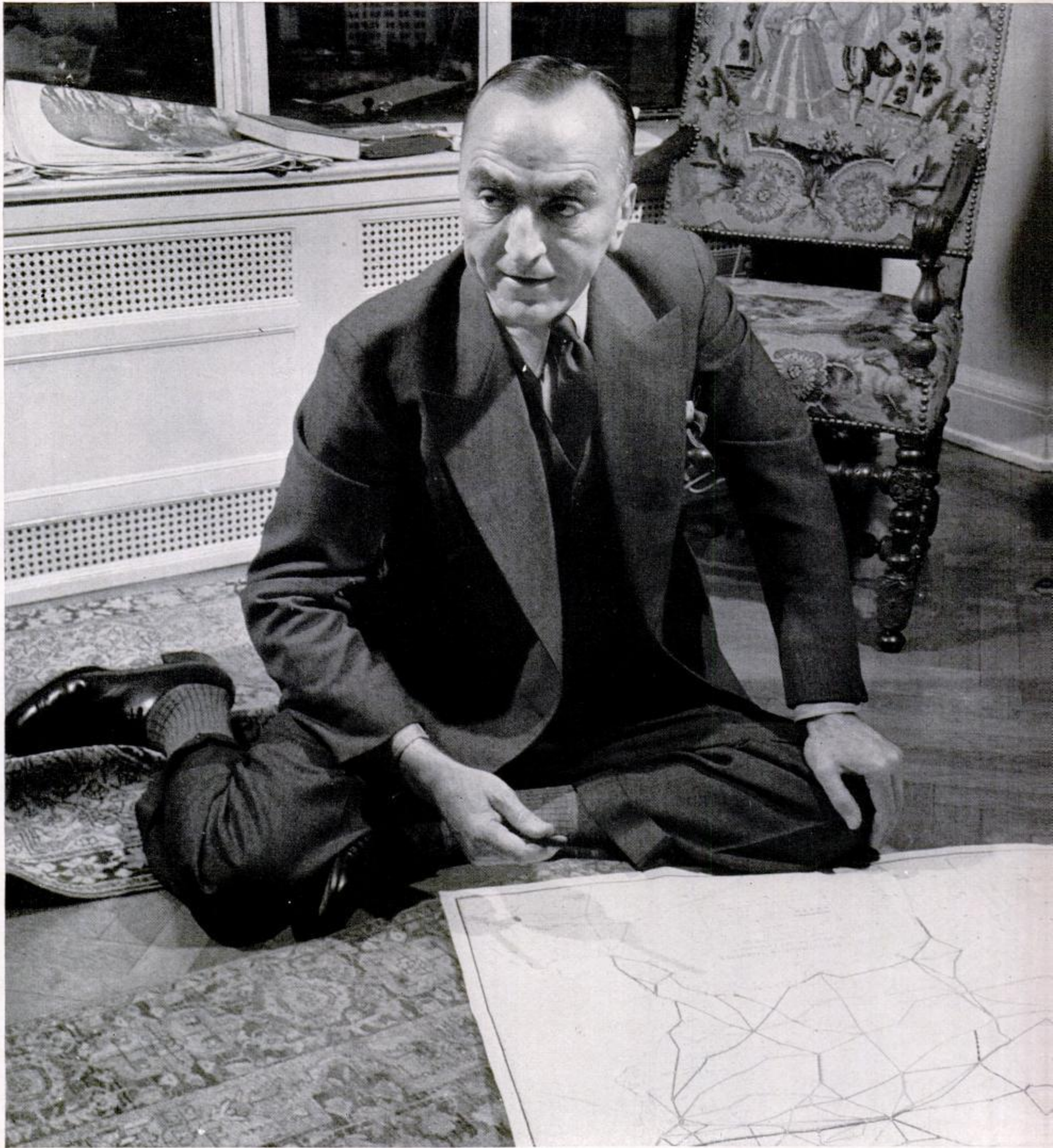
tells Mr. Brink that he will have to stay there indefinitely. One of the peculiar things about this unusual situation is that Mr. Brink is visible and audible only to Gramps and Pud. Neighbors think Gramps is crazy. The village death rate shows a sudden, unprecedented drop.



6 Granny Northrup's dog touches the apple tree and falls dead. Perceiving that, while Mr. Brink is in it, the touch of the tree is fatal, Gramps has a fence built around it. While Pud's aunt tries to send Gramps to an asylum, Mr. Brink waits patiently.



7 Dared by Mr. Brink to climb the tree, Pud tries to do so. He falls, mortally hurt. By this time, Gramps has come to see that death is a primary human need, that he has no right to keep Mr. Brink in his tree. He carries Pud to the tree and asks Mr. Brink to step down.

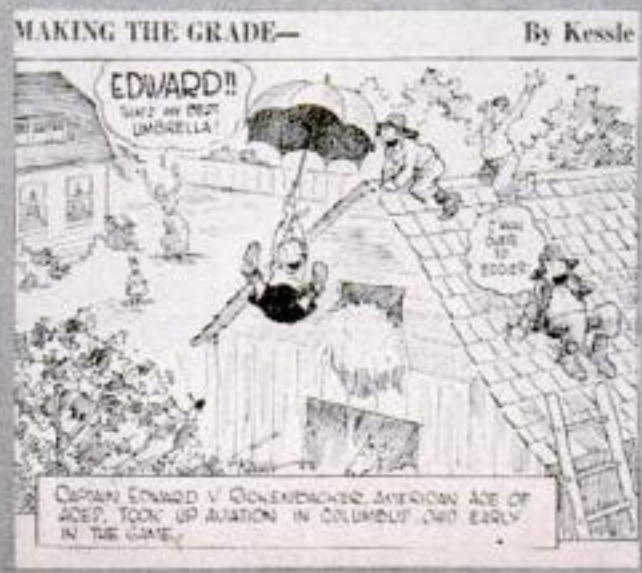


As the head of Eastern Air Lines, second largest in U. S., he is indefatigable at mapping out new routes for expansion, supervising 164 pilots, 1,200 employees and a \$5,500,000-a-year business. That is "Captain Eddie" to-

day. Yesterday's Eddie was the hero who inspired the headlines, cartoons, dinners, U. S. and French citations and the medals which border these pages. His squadron's emblem was the famous "Hat-in-the-Ring" (above, right).

EDDIE RICKENBACHER COLLIDES WITH HUN DURING AIR BATTLE

LIKES "THE EXCITEMENT OF THE THING" Former Automobile "Speed Demon," Who Raced Here, Tackles Three Boche Airmen and One Dives Into Him; Rights Plane After Drop of Over 1,000 Feet With Damaged Wing. Esc. German to Ground.





EDDIE RICKENBACKER



America's air hero in wartime has made
good as a man of affairs in peacetime

by FRANCIS SILL WICKWARE & CHARLES J. V. MURPHY

Just turned 28, Captain Edward Vernon Rickenbacker, the first real air hero that the United States produced, came home from the War in 1919 without a scar on his body and with \$1,000,000 worth of jobs to choose from. Before long he fell out of an upper berth in his sleep, nearly broke his neck. And months after his fingers had forgotten the feel of an airplane machine-gun trigger, he continued to have terrible nightmares. "Only they really weren't nightmares," Captain Eddie recalls. "They were just dogfights—the damndest dogfights you ever saw."

Eddie still has nightmares, but of a different sort. These days, when the atmosphere turns heavy and the teletypes chatter warnings of shrinking ceiling and zero visibility, his rugged, smartly-tailored frame moves automatically to the nearest window and he peers at the sky with baffled, worried eyes, wondering how many flights will have to be cancelled on his Eastern Air Lines. As President of Eastern Air, he knows that a day's cancellations may cost his company ten or fifteen thousand dollars. It would not take many bad days to put a dent into the profits which Eastern—running against form in a money-losing industry—has been piling up.

But most of the time Captain Eddie is in high spirits. He isn't the brooding type, and anyway he has too many things to do. Besides operating the nation's second largest airline, Eddie also owns and runs the profitable Indianapolis Motor Speedway Corp., and throughout

the year he is busy preparing for his great annual show—the 500-mile international sweepstakes on Memorial Day, an event which draws anywhere from 100,000 to 165,000 rabid fans. In addition, he bats out, in his spare time, a syndicated adventure strip—*The Hall of Fame of the Air*. Until recently, Eddie was also the co-author of *Ace Drummond*, another adventure strip with an aviation background.

Eddie is that rarity among mortals—the romantic and romanticized daredevil who has successfully managed the evolution into the solid man of affairs. If you saw him at a stag party, his shoulders looming out broadly, his head most likely thrown back in a belly laugh, you could not help contrasting him with the lonely figure of Colonel Lindbergh, and it would probably give you satisfaction to realize that America has at least one hero who is happy. For Eddie has always lived the hard way, and his satisfactions are those of the completely self-made man. When other lads of his age were entering college, Eddie was already pasting up his own press clippings. Instead of Cicero's orations, he was weaned on the clatter of machinery and the crowd's roar. When General Pershing took him to France in 1917 as a staff chauffeur, Eddie was already a famous racing driver—and nearly as good for the gate as Ralph DePalma and Barney Oldfield. He had never sat in a cockpit before he reported to the apprentice flight training school at Tours, but within two months after moving to the front he had downed his first German plane, and by the Armistice



"Rick's" only accident came in May 1918, when the canvas came off the right wing of his plane in a power dive. This remarkable candid picture was snapped just after he landed.

CONTINUED ON NEXT PAGE

"Hello, 'Rick'--



We're Mighty Glad You're Back"





RICKENBACKER (continued)

he was officially credited with 26 enemy ships.

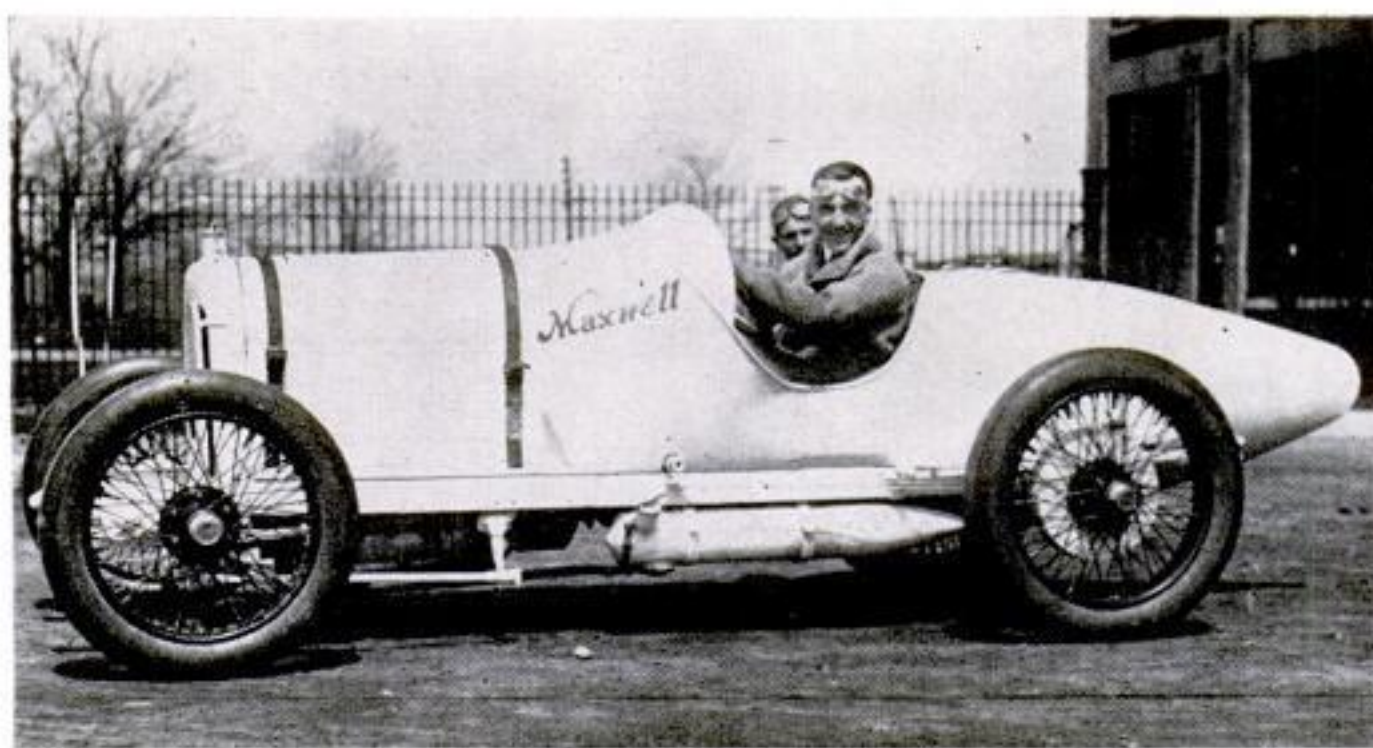
Eddie was the A.E.F.'s glamor boy—its Ace of Aces. He was given the Cross of the Legion of Honor, the Croix de Guerre with four palms, the Distinguished Service Cross with nine oak leaves and (twelve years later) the Congressional Medal of Honor. When he landed in New York, the automobile industry tendered him a huge banquet. Every button was torn from his uniform, and to keep him from being completely demolished by souvenir hunters, his friends locked him in a suite. Everybody wanted a piece of Eddie. His birthplace, Columbus, Ohio, eager to fasten the home ties, offered to build him a big house by public subscription. In Los Angeles, where he had raced before he went to France, he was wildly proclaimed a "native son" and 500,000 people watched as he was dragged through the streets in an airplane covered with flowers. Before he left, Carl Laemmle waved a certified check for \$100,000 under his nose. "You don't have to act, boy," the movie magnate shouted. "Just walk before the cameras—we'll do the rest."

But Eddie shied off. After examining the script, he told Laemmle nothing doing—"the love interest turned my stomach." And he gently refused the house in Columbus—"I remembered a house hadn't worked out so well for Admiral Dewey." In his book *Fighting the Flying Circus*, which he had written while with the Army of Occupation, he had asked himself: "What is there left to living now that the zest and excitement of fighting aeroplanes is gone?" Eddie had a hard time untracking himself, what with walking in his sleep and those endless nightmares, so he borrowed a grubstake, bought a secondhand Model T and a .22 rifle and disappeared into the Arizona mountains to hunt jackrabbits and "to learn to forget to hate."

Still a hero on a big salary

Some of the hero and much of the rabbit hunter remain in Eddie Rickenbacker today. His total income is around \$27,000 a year and on this he lives well but with little side. He has two sons—David, 14, and Billy, 11. His wife, Adelaide, is a tall, straight woman with large gray eyes and an admirable complexion. In New York the Rickenbackers have a spacious, dignified apartment overlooking the East River with a living room dominated by a large bronze bust of the Captain in uniform. But Eddie is at home anywhere. He mingles with tabloid newspaper reporters as readily as with the Wall Street money crowd, and he calls the world by its first name. True he is not unconscious of the effect which he creates on other people, and in posing for photographs he insists on putting his best profile forward.

For Eddie really takes himself seriously. He likes being a hero. He considers himself an inspiration to the nation's youth. "You know, boys need heroes," he announces solemnly. Even now, at 48, he still gets an average of 30 letters a week from young admirers who want to fly and ask about the ships they will be expected to pilot if war comes. Eddie answers these letters himself, sitting at his desk in a little den crammed with war and racing pictures and containing a big elaborate album of citations. Nearby is a gigantic portrait by Howard Chandler Christy. "Take a look at



His first taste of fame came as a racing driver between 1906-16. One of his most exciting races came in 1915 when he led a team in the 500-mi. Indianapolis grind (above).



His first War role (1917) was as a staff chauffeur to General Pershing.



America's greatest War ace never flew until he was transferred to air corps in 1917. First a sergeant, then a lieutenant,

finally captain and leader of the 94th squadron, he bagged 26 German planes in seven months without injury to himself.



His buddies near time of the Armistice were (left to right) Joe Eastman, Jim Meissner, Reed Chambers and Thorn Taylor.



One "prize" was this Fokker brought down near Montfaucon in October 1918—one of eleven planes for that month.



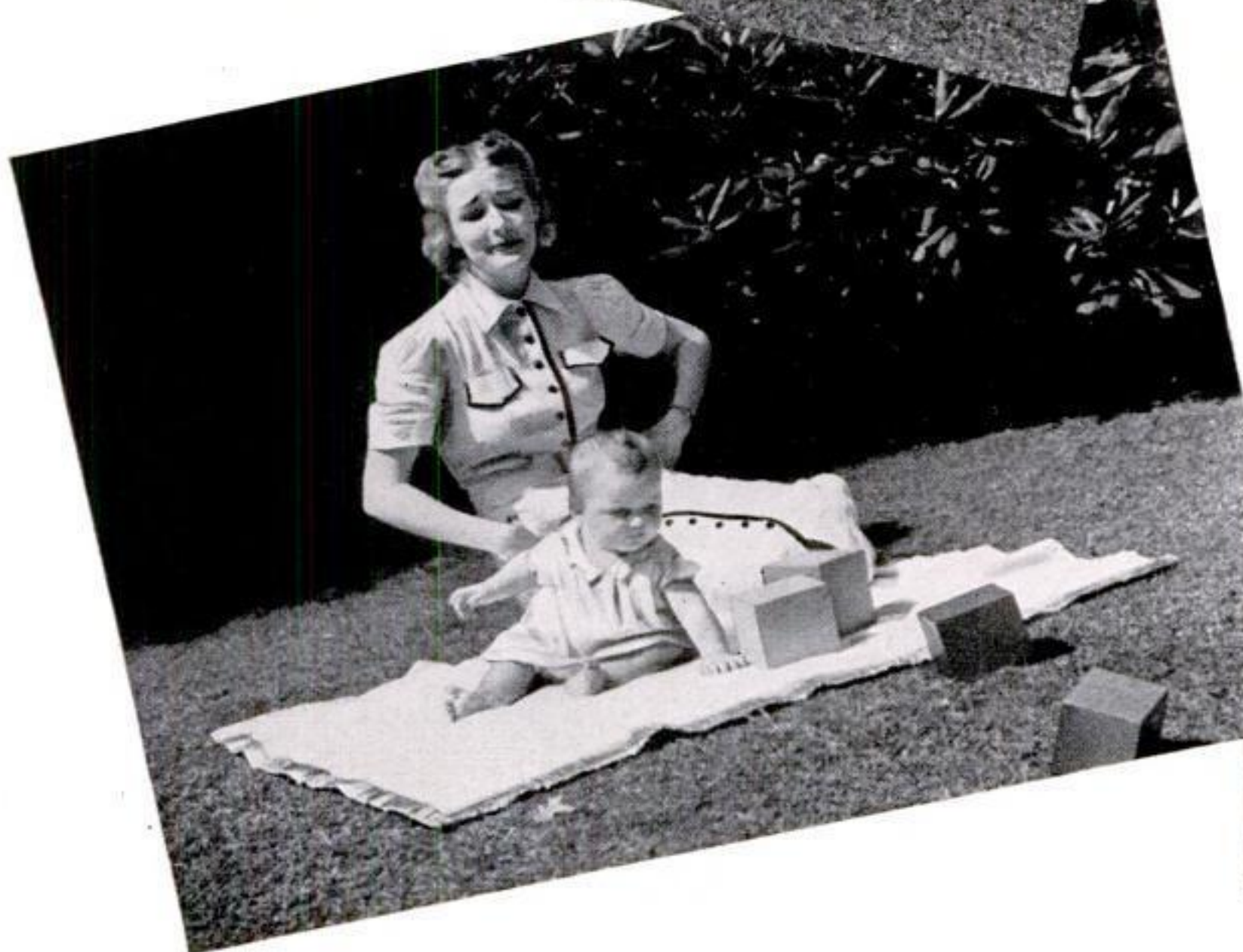
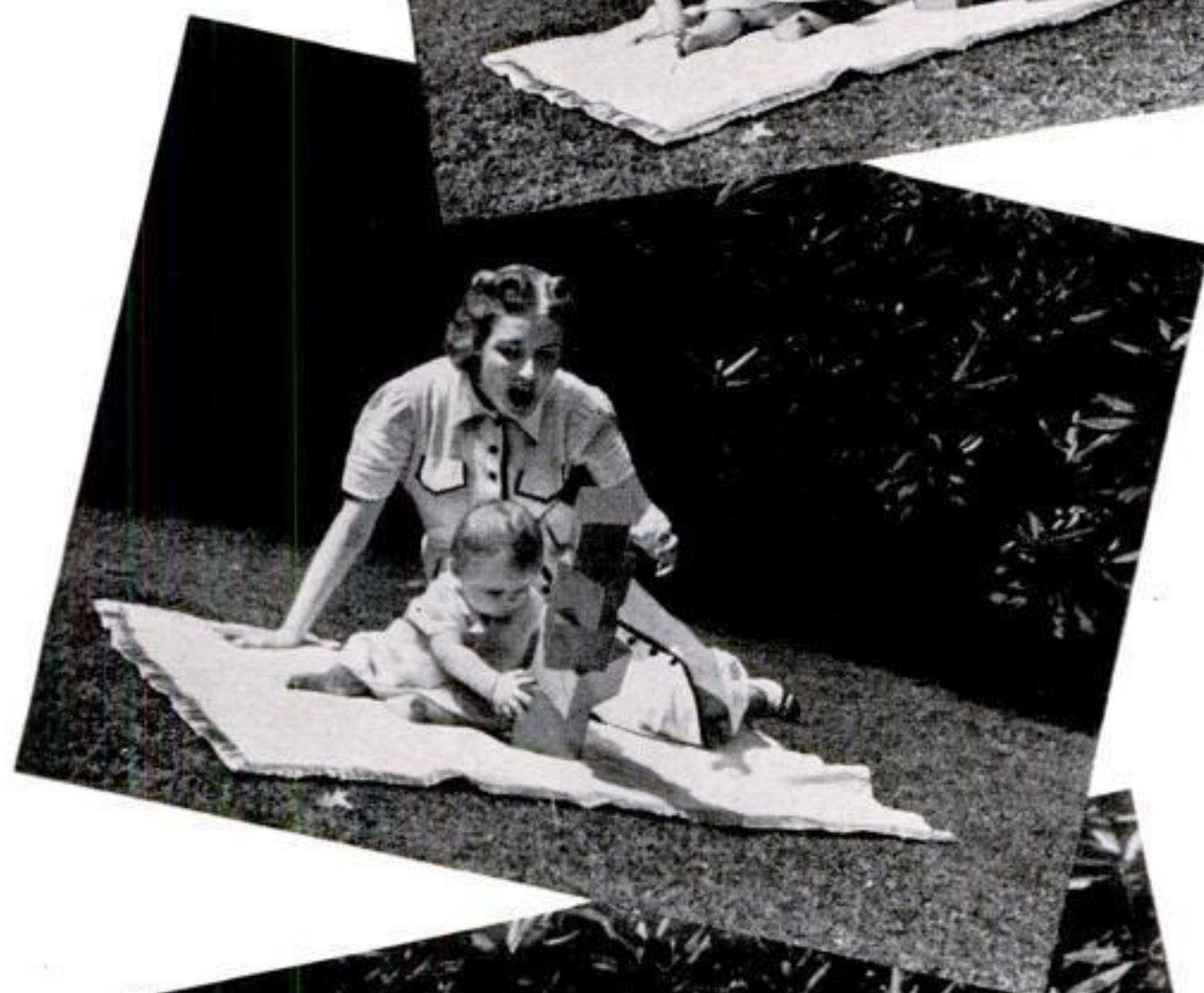
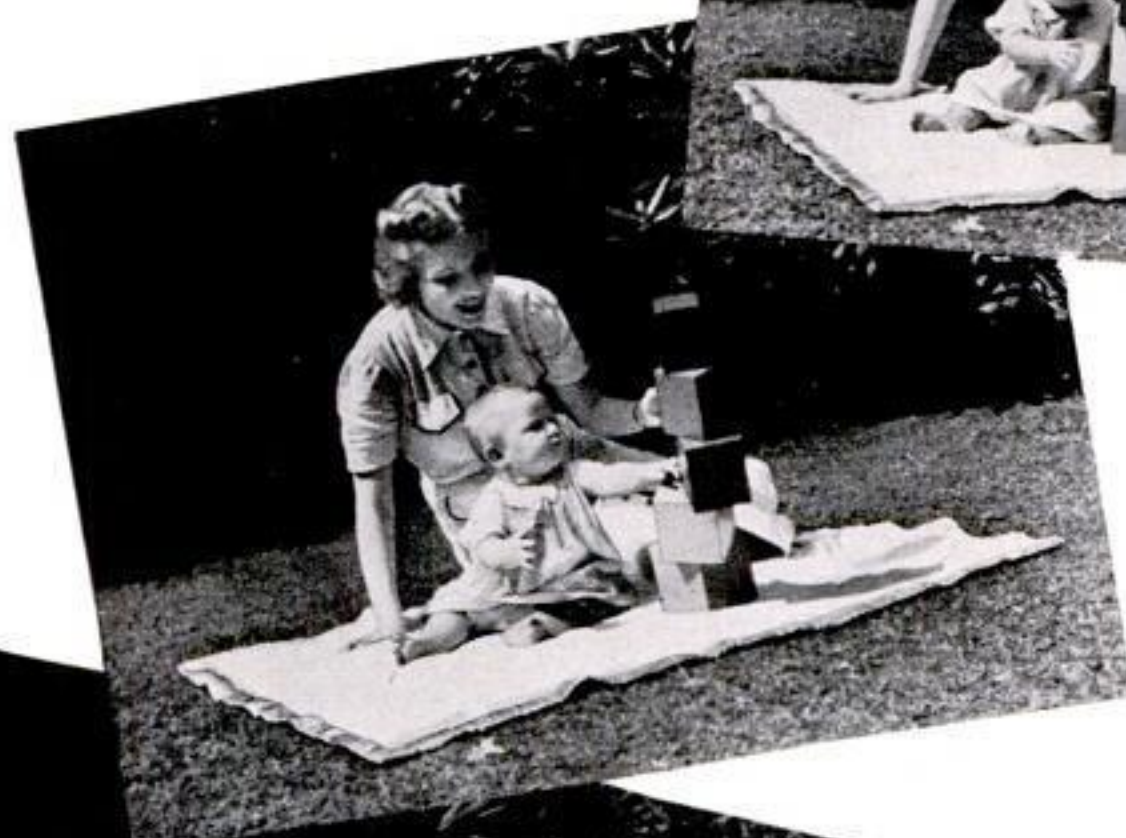
Giving a pep talk to his squadron before the Argonne offensive in 1918, Rickenbacker stood in front of a German plane

which he and a companion had shot down. Only half of the flying personnel he addressed came back from the last push.

CONTINUED ON PAGE 62

Movies

you make yourself
won't dent
your budget



HOME MOVIES are exciting when you first make them, and, of course, with the passing of time, they become priceless. What do they cost? A dime or less for a complete movie scene—with Ciné-Kodak Eight. A scene runs as long on your screen as the average shot in the newsreels, and the Eight makes 20 to 30 such scenes on a roll of film costing only \$2.25, *finished, ready to show.*

...AND FOR PROJECTION. To show your pictures at their best, use Kodoscope, the Eastman-made projector which teams up beautifully with Ciné-Kodak Eight. See both at your Ciné-Kodak dealer's... Eastman Kodak Co., Rochester, N.Y.

Ciné-Kodak EIGHT—Now at a new low price—\$29.50

KODAK'S COLOR SHOW— Hit of the New York Fair

© NYWF Greatest Photographic Show on Earth at the Kodak Building—Kodachrome full-color pictures projected on a 187-foot screen, the longest in the world.

Take your Ciné-Kodak to the Fair and while you're at the Kodak Building, Eastman experts will advise you what to take and how to take it.

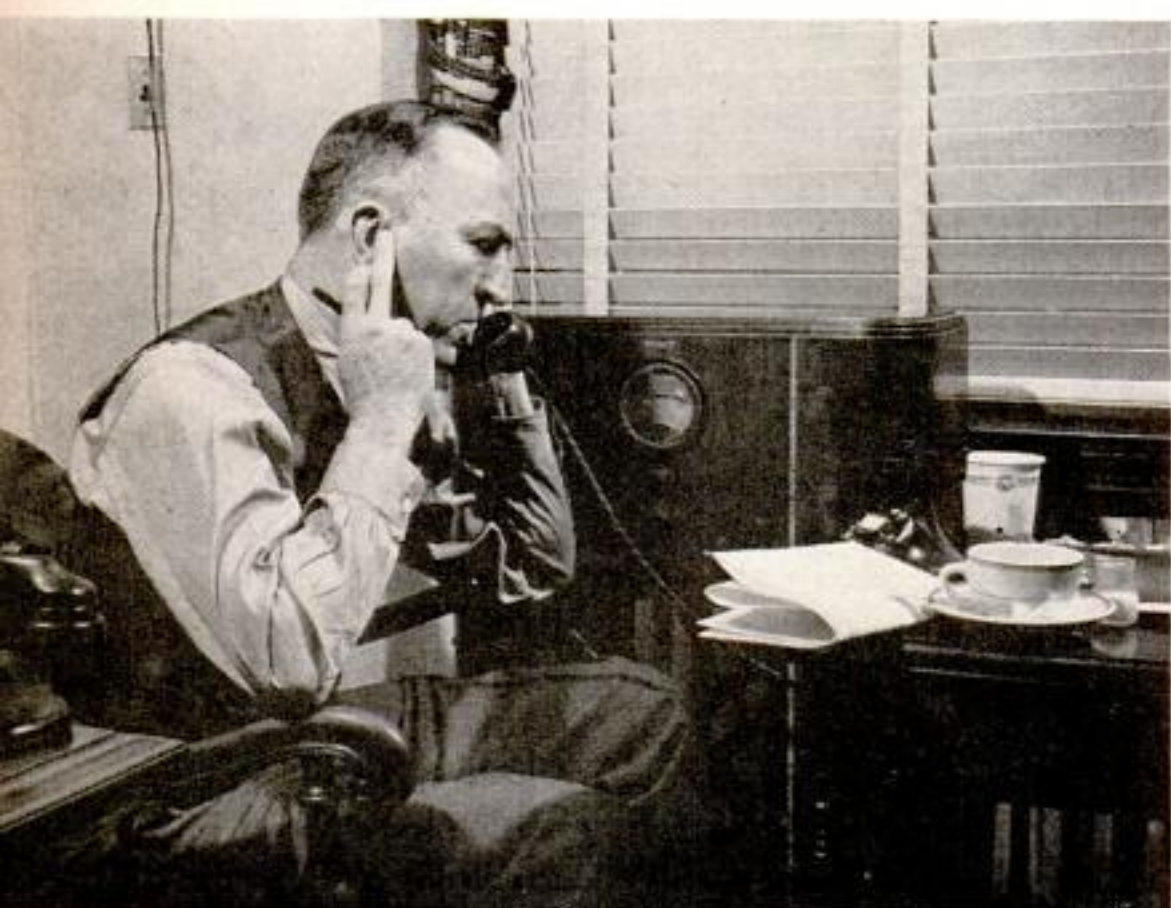




The Captain's planes today are big DC-3's. "Rick" is regarded as "a tough guy," to be respected and feared by his employees.



He never flies solo today, but he does like to inspect cockpit of company's planes. The pilot above is Captain John Armstrong.



He snatches a bite in his office. In bad weather he listens to reports on the short-wave radio. Below, a directors' meeting finds him presiding over his board which includes a Vanderbilt (Harold, far right) and a Rockefeller (Laurance, second from right).



RICKENBACKER (continued)

this," Eddie says with a flourish. You look and notice that the chest seems too full and bulgy. Eddie explains that to save time Christy used a girl model while painting the body, playfully inserting anatomical details seldom observed on he-men. "Damndest thing you ever saw!" Eddie roars.

Eddie's career has been a beguiling combination of pure Horatio Alger, Frank Merriwell and the Dead End Kids. He was the puniest of seven children born to German-Swiss parents in Columbus. In 1902, when Eddie was 12, the elder Rickenbacker was killed in an accident, and the family was left penniless. "I want you to promise me that you will always help each other," the mother said, standing by her husband's coffin. Next day pale, frail, spindly Eddie went out and found a night job (twelve hours a night) in a glassworks at \$3.50 a week. Thereafter he worked in a brewery, a steel mill, a monument-works where by some grotesque chance he carved his father's headstone. Still sickly, Eddie quit when he overheard the boss remark, "That kid isn't long for this world." He was afraid of tuberculosis.

The stone still rolled, but presently it struck a groove. From the monument-works, Eddie moved to a shoe factory, the Pennsylvania Railroad shops and finally to a bicycle shop which was also one of the two automobile garages then in Columbus. It housed three cars—a Waverly electric, a Locomobile steam car and a one-cylinder Oldsmobile. When the boss was out, Eddie learned to drive. Having learned, he tried for months to get a job in the local auto factory, the Frayer-Miller Company. Lee Frayer, the owner, would have none of him until one morning Eddie showed up early at the plant, took a broom and began sweeping the floors. Pay or no pay, Eddie announced, he was there to stay. Later, when Frayer found out that Eddie was studying engineering via the International Correspondence Schools (I.C.S. cherishes him as one of its most distinguished students), he moved him to the engineering department. In 1906 Eddie rode beside Frayer in the Vanderbilt Cup Race on Long Island, and when Frayer went over to the Columbus Buggy Co., which was branching into the automobile business, Eddie went with him.

His main job was selling and in those days speed was what sold automobiles. Eddie entered all the county-fair races he could cover, and at the Omaha Carnival in 1910 he placed first in eight races. Next year Lee Frayer brought him to Indianapolis as a relief driver in the 500-mile "classic," and though the team failed to place, Eddie decided that the winners had nothing that he didn't have. So in 1912 he threw up his salesman's job and proceeded to become one of America's more spectacular racing drivers.

"... and drive like hell..."

From the beginning Eddie made the right connections, racing with the Firestone, Duesenberg and Maxwell teams. Already marked as a driver with a "heavy foot," Eddie moved in as "lead man." The strategy called for him to gun his engine for all it was worth from the instant the flag dropped, to set a terrific pace and lure the opposition into a speed duel calculated to "break up" their cars. Then his teammates would shoot forward at the psychological mo-

ment into the clear. But Eddie, not content with the lead man's salary of \$50 a week, proceeded to turn a bad spot into a good one. By dint of prodigious driving, he finished "in the money" often enough to earn \$40,000 his first year on the track. "Get out in front and drive like hell" was a Rickenbacker motto—and the crowd loved it.

Eddie had his share of hairbreadth escapes. But he never bruised his skin. He had the risks calculated, the victories schemed, and once behind the wheel nothing mattered except getting around the track faster than anyone else. Oldtimers remember a race in which Eddie coasted to the pits with a motor so hot that it wouldn't start again. Four or five mechanics took turns cranking and at length someone said, "You're out of the race." "The hell I am," Eddie replied. He jumped out of the car and whirled the crank so viciously that the engine barked and Rickenbacker was on the track again to win.

Trailed as a German spy

The name was then spelled *Richenbacher*, and the German flavor proved embarrassing when Eddie went to England in 1916 to look over some special Sunbeam racing jobs. Suspecting him of being a German spy, Scotland Yard men trailed him everywhere and one even followed him back to the U.S. One day in Los Angeles, where he had run his last race the year before, a familiar-looking fellow stopped him in the hotel lobby and grasped his hand. "I want you to know that I've finally convinced my superiors that you're no German spy," said the man from the Yard. "And I want to thank you for the nicest vacation I've ever had." For that matter, Eddie still believes that the U.S. Secret Service also had its suspicions about him, and did not lose them until he had shot down his first German plane.

Directly the U.S. declared war, Eddie persuaded the family to drop the *b's* in the name as a patriotic act, and when an officer on the General Staff asked him how he would like to be one of General Pershing's staff drivers, he volunteered like a shot. It is part of the A.E.F. folklore that Sergeant Rickenbacker gave the General so many wild rides that Pershing transferred him to the air service in self-defense. "Actually," Eddie says, "I drove him only once anywhere near the front—to Rheims. And we never heard a gun." What happened was that in Paris Eddie bumped into a friend who was organizing the A.E.F.'s flight school at Issoudun, and who begged him to take over the shops. Eddie agreed on condition he be given a chance to fly. He had had 25 hours instruction in a Caudron biplane at Tours, but never took the "perfection" course in combat flying at Issoudun. What he learned thereafter he taught himself, flying alone at dusk after his engineering duties. Nevertheless, when the 94th Squadron, the famous "Hat-in-the-Ring," moved up to the Verdun salient, Lieut. Rickenbacker went with it.

Eddie's success as an air fighter was due to the same combination of the "heavy foot" and the lightning-quick reflexes that had made him great on the track. "If I learned one thing," he says, "it was that it's just as dangerous to stop short of your limit as to exceed it." His squadron mates remember him for relentless thoroughness. When they were writing letters home, Eddie was practicing machine gunnery. And while they were bargaining around the sky, hot for taking on Richthofen's "Flying Circus" without further nonsense, Eddie was prowling

CONTINUED ON PAGE 64

"Just for the rich"...women once thought wistfully
BUT NOW BUDGETERS, TOO, CAN AFFORD PERCALE SHEETS!

WEALTHY homes have *always* had the luxury of smooth percale sheets. Sheets as caressing to the skin as silk. Sheets incomparably crisp and fresh-looking on the bed...delightfully light and soft to touch.

Naturally, the rest of us women looked longingly at this luxury and thought, "Oh, if only I were rich—!"

Well, the lovely thing is that now you don't have to be rich to enjoy percale sheets. Cannon is actually turning out percale sheets that you can buy for *only a few pennies more than heavy-duty muslin!*



Far from "fragile!" Are you wondering if these lighter-weight sheets will wear? You bet they will! Woven with 25% more threads to the square inch than even the best-grade muslin, they have the strength to stand *years* of the hardest kind of everyday family wear!



No "size" mistakes possible. As your lovely Cannon Percale Sheets lie folded in your linen closet, you can tell at a glance the exact size of each sheet... by the convenient size label sewed into each hem.



Here's real value! Let your finger and thumb tell you how gorgeously smooth these Cannon Percale Sheets are. Yet—imagine!—they're only \$1.49 in most stores...immaculate, packaged, ready for use. (Also available at slightly higher prices in six clear soft colors: peach, azure, maize, pink, jade, dusty rose. Pillow-cases to match.)

NEWS! Cannon Hosiery! Pure silk...full-fashioned...sheer and lovely...better made to cut down "mystery runs." Ask about Cannon Hosiery at your favorite store.

*This price may vary slightly due to different shipping costs and seasonal fluctuations of market prices.

CANNON MILLS, INC., NEW YORK, N. Y.

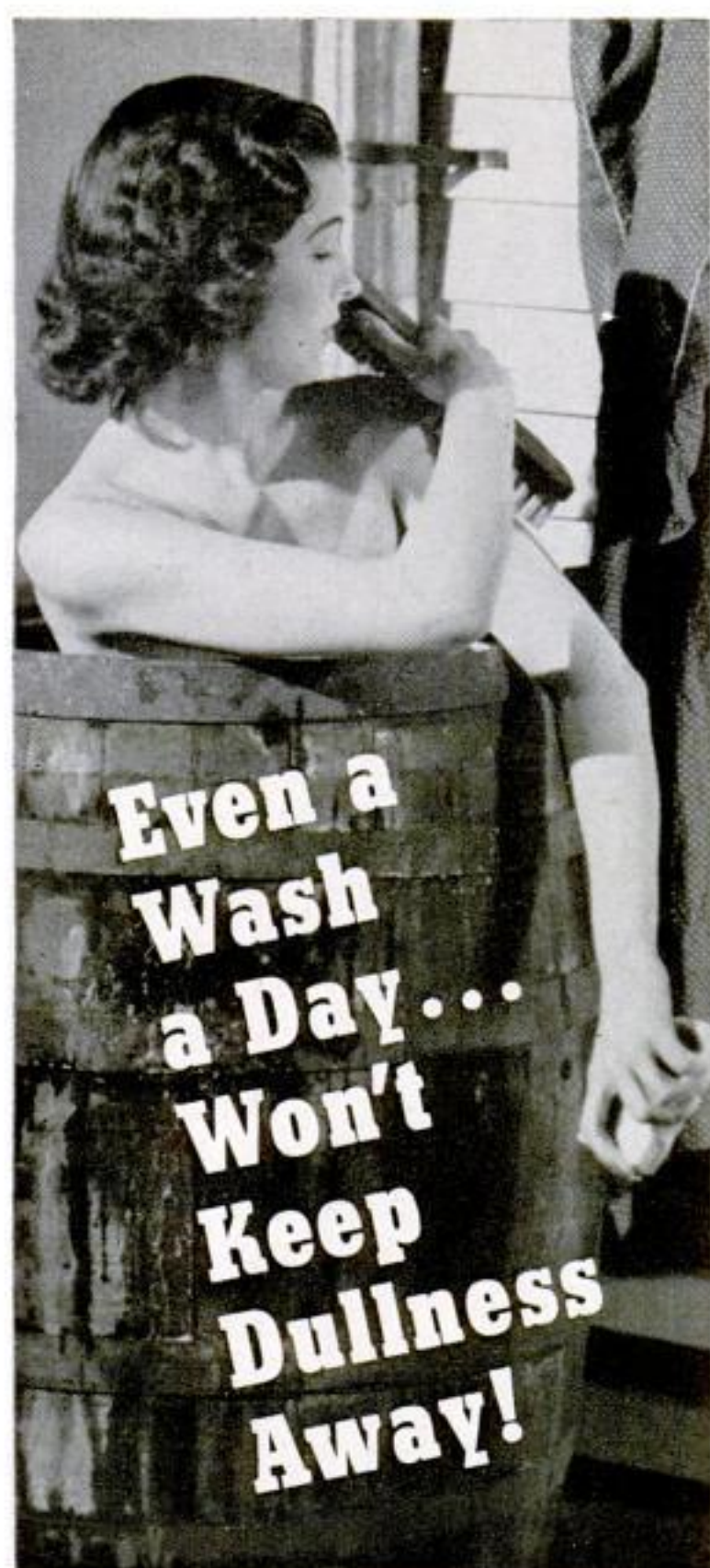


Lighter, by ½ pound per sheet...than heavy-duty muslin. Imagine how this lightness cuts the drudgery of washing them! And if you send your sheets "out" at pound rates, Cannon Percals can pay for themselves in lessened laundry bills long before they even *begin* to wear out! They can save about \$3.25 in laundry costs per year per bed.

Cannon also produces a muslin sheet that is just as outstanding for value and low price.

Guaranteed by Good Housekeeping Magazine as advertised therein.





SIMONIZ NEEDED TO MAKE CARS STAY BEAUTIFUL



Secret Scientific Ingredient Protects and Preserves Finish

It's not only dirt that makes cars get dull. Any finish soon decays, without the protection of Simoniz. Get Simoniz today! It prevents weather, the hot sun, and destructive elements from dulling and damaging the lacquer or enamel. Keeps the colors from fading. Builds up beauty. Saves washing. If dull, use Simoniz Kleener first to restore the luster. Be sure to insist on these famous products... and enjoy the thrill of always driving a clean sparkling car!

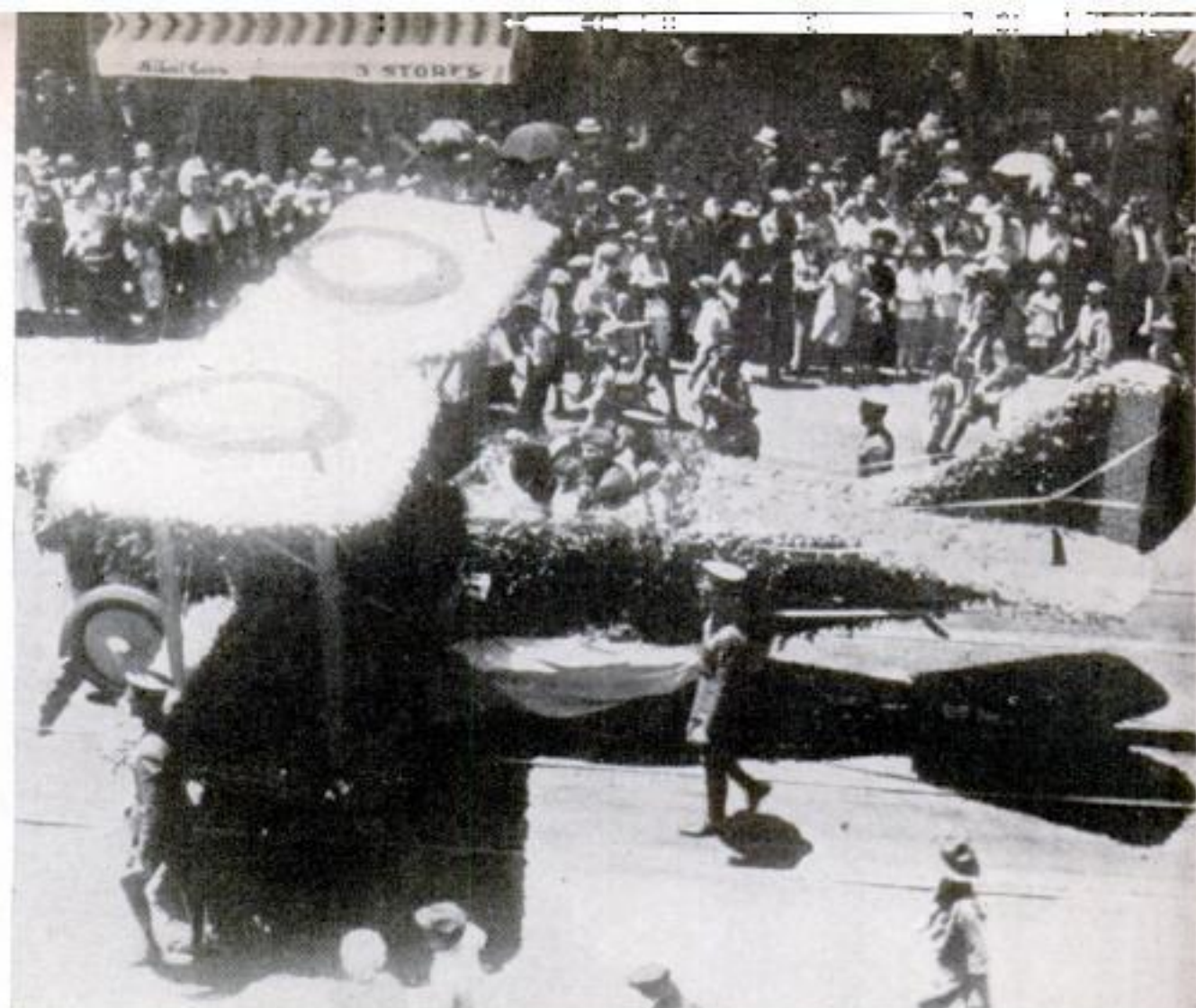
MOTORISTS WISE
SIMONIZ



Try New Easy Way to Use!



Howard Chandler Christy's portrait is part Rick, part girl model. Background shows aerial combat.



Hardest work that Rickenbacker ever did, he says, was to be a hero. Half a dozen cities claimed him as native son. Los Angeles hailed him in 1919 in plane of flowers.



RICKENBACKER (continued)

for small openings, never opening the engine wide until the guns went on. Where they were lucky to get 70 hours out of a motor, he, knowing engines, logged 130. Part of this longevity was due to Eddie's habit of going over his plane after the mechanic and rigger had finished with it. "I trusted them but..." says Eddie today. The Nieuports they flew had a fearful habit of shedding their wings in a power dive, and Eddie risked a court-martial by "borrowing" a faster, stancher Spad from the experimental depot and flying it back to the front. Shortly after his fifth victory, which came a month after his first, Eddie was sent to the hospital with mastoiditis. He was out of action for three weeks and the doctors said he was through as a pilot. But in September 1918, he shot down five planes and a balloon; and in October, eleven planes and three balloons. In the midst of these exploits he was promoted to Captain and Squadron Commander, and after he had vowed that he wouldn't ask his squadron members to do what he wouldn't do himself, he took to the air and attacked seven enemy ships singlehanded, bringing down two.

Learning the tricks of air fighting

Once strapped in the cockpit, there was nothing of the Hollywood conception of the "gallant war bird" about Eddie. Air fighting at its most efficient was dirty fighting, and for his early lessons in sky strategy Eddie was indebted to Captain Jimmy ("Mutiny on the Bounty") Hall and Major Raoul Lufbery, veterans of the Lafayette Escadrille. The trick was to lie hidden in the face of the sun or in a cloud and cut down the unwary with a sudden bullet-spitting dive. Lufbery said: "The man to worry about is the one you can't see." And from the cynical Lufbery, Eddie also learned the maneuver which kept him from ever being surprised—a continuous corkscrewing roll which enabled him to see ahead, behind, above, below and to the side. "At first it made me violently sick," Eddie recalls, "but I kept doing it until it became automatic." Strangers are always asking him what air fighting will be like if another big war should start, and Eddie has a stock response: "It will be all formation flying—and God help the strays. There'll be too many ships churning around to count aces—just the casualties."

After the post-War speeches and parades came the anticlimax. On the ground floor of the 1920's boom a trio of wealthy automobile men promoted a new company and installed Eddie as vice president. The product was the Rickenbacker—"A Car Worthy of Its Name." For the tragic aftermath Eddie's explanation is that the Rickenbacker was "too far

ahead of its time." He still treasures a newspaper advertisement by one famous automobile manufacturer ridiculing four-wheel brakes as "visionary." In April 1927, the company went into bankruptcy and though he had resigned the previous year, Captain Eddie owed \$200,000. "After that," he says, "I wanted to crawl into a hole and die."

He finally landed a \$12,000-a-year job as assistant sales manager of the Cadillac Motor Car Division of General Motors, presently becoming vice president of Fokker Aircraft, when that company was purchased during G.M.'s invasion of the aviation industry. This job he left in 1932 in order to join Aviation Corp., parent company to American Airlines, Eastern's chief rival. Quitting Aviation Corp. in the aftermath of an internal struggle, he returned to General Motors and, in 1934, became general manager of Eastern Air Lines, then a subsidiary of General Motors. If the Government hadn't forced the corporation to divorce itself from airline operations, Eddie might have remained for the rest of his useful life one of G.M.'s myriad lesser executives. Last year the line was put on the block, and John D. Hertz, the Chicago capitalist, tried to grab it as a "feeder" for T.W.A. which he already controlled. But Eddie, bursting angrily from the background, managed to raise \$3,500,000 in Wall Street and saved what he had largely created.

Captain Eddie Rickenbacker has shown himself to be as good a strategist in the corporate cockpit as in a Spad. Eastern's net profit of \$354,249 last year was a record for the industry, but his greatest coup was the capture, after a three-year siege, of the crucial Houston-Brownsville (Texas) air-mail contract from Braniff Airways, whose potent allies are American Airlines, Colonel Amon Carter and Elliott Roosevelt. To secure from the Post Office a franchise on the new route, it was necessary to submit competitive bids for carrying the mail. Eastern's average air-mail pay is 17¢ a mile. When the bids were opened, Braniff's was found to be \$.00001907378, Eddie's—\$.00! The outraged Braniff forces yelled bloody murder, but the Post Office ruled that Eastern's privilege of carrying passengers and express satisfied the consideration required by law. Capture of that route gave Eastern, which had long based at Miami, connection at both of Pan American Airway's southern termini, and Eddie is already dreaming great dreams of building up Eastern as a "funnel system" for Latin-American trade and South America.

Eddie really lives to run his airline. Last year he flew 75,000 miles over his own system, and en route talked before scores of Chambers of Commerce, Rotary Clubs, Boy Scout gatherings and assorted audiences on air transportation. He has a commanding platform manner and an easy, extemporaneous style, but he's not so good with canned copy. When Hugo Eckener was given a banquet in New York after the Graf Zeppelin flight, Eddie stood up to reel off a speech that had been written for him by



For relaxation "Captain Eddie" likes best to be with his two sons, whom he is taking on a three-week cruise to Norway this summer. David (left) is 14, Billy is 11.

Steve Hannagan, the press agent. He finished about two lines and forgot the rest. The guests were all starting to feel sorry for him when suddenly he grinned and said: "It just goes to show how anyone can be struck dumb by the magnitude of Dr. Eckener's achievements." Then he sat down—to a terrific hand.

Eddie is always on the go, and sometimes even his own vast energy falters. When that happens he goes on the Hauser diet, subsisting for two weeks on raw carrots, grapefruit, lettuce and a concoction which Mrs. Eddie, who joins him in this strenuous regime, calls "potassium broth." Whether because of this or a strong constitution, Eddie stays uncommonly healthy. It is just as well, for even when he is at home he is constantly telephoning operations, fretting about the weather and the cancellations, or brooding about Eastern's 164 pilots. He claims that they are the best bad-weather fliers in the business, and he fusses over them constantly.

The Captain watches over his staff

"When I put a man in the cockpit," Eddie says, "I want to be sure his mind's on the job—not on some dame." A word from him has blighted more than one unconventional *amour* and propped up more than one pilot's faith in matrimony, and countless times he has bailed out members of the staff with personal loans. For that matter, he is a favorite touch-target for old A.E.F. buddies temporarily on the bench. They have a habit of waiting around in his office-building lobby and descending on him with backslapping and glad cries.

Eddie seldom drives a car any more, and he does no solo piloting. Indeed he boasts of never having held a pilot's or driver's license. It is a chore to get him into a boiled shirt or to play golf or bridge, and Mrs. Eddie, who keeps warning him severely that there are other things in life besides running an airline and fighting the War over again with his old squadron mates, makes him relax by taking him on a cruise every summer. Otherwise Eddie's social life would consist entirely of playing with his two boys and sitting down to swap yarns with old racing and Wartime buddies.

But underneath a smiling exterior polished by the hero's glamor and by a genuine ability to get along with all kinds of people, Eddie is shrewd and pragmatic. He also has the capacity for striking hard, fast and quietly when he believes there is anything that deserves to be struck. The combination of the aggressive operator and the good mixer has been primarily responsible for his rise from hireling in a gigantic corporation, where he would have been lost, to head of his own show—a rise far more remarkable than his heroics and his achievement of medals representing dead Germans.

Normally he has a lot of dignity which he can lose whenever convenient. One event at which he is undignified and which he enjoys immensely is the annual dinner which he gives at Dinty Moore's for newspapermen in advance of the Indianapolis races—the "talkless steak-eating contest," it is called. "The silence will be led by Captain Rickenbacker and other muffled talent," read the 1939 invitation to this affair. "Please give the address where you want the body delivered the next morning." This is an uninhibited affair to say the least, and at a certain stage in the proceedings, Eddie mounts a table and catches pennies flung at him by an audience which wants him to "say a few words." After this year's affair, even the dead revived chuckling next morning, because as it turned out one of the waiters had been a mechanic in the old 94th Squadron, and above the hubbub this hoarse whisper to the host was heard: "But I'm telling you skipper, Richthofen was a bum."

POLLY'S PICTURE DIARY

IT TELLS THE TALE OF
A GLORIOUS DISCOVERY!

Copyright, General Foods Corp., 1939



Yes, I discovered all sorts of glorious things on my vacation! But best of all was a discovery I could take with me all year 'round—a perfectly delicious cereal called Post's 40% Bran Flakes...



They had a wonderful nut-like flavor—they were so crisp and crunchy, too! And it wasn't long before I learned that they gave me two wonderful extra benefits that helped to keep me feeling tiptop...

HERE ARE THOSE TWO
EXTRA BENEFITS—
I clipped them out
because they meant
so much to me...



First, Post's Bran Flakes provide just enough bran, a *natural* regulator, that helps protect you against sluggishness. People whose systems are irregular, due to lack of bulk in the diet, find Post's Bran Flakes, eaten daily, a great help.

Second, Post's Bran Flakes are a good cereal source of phosphorus, iron, Vitamin B₁ to help maintain good appetite, Vitamin G to help promote growth and vigor.

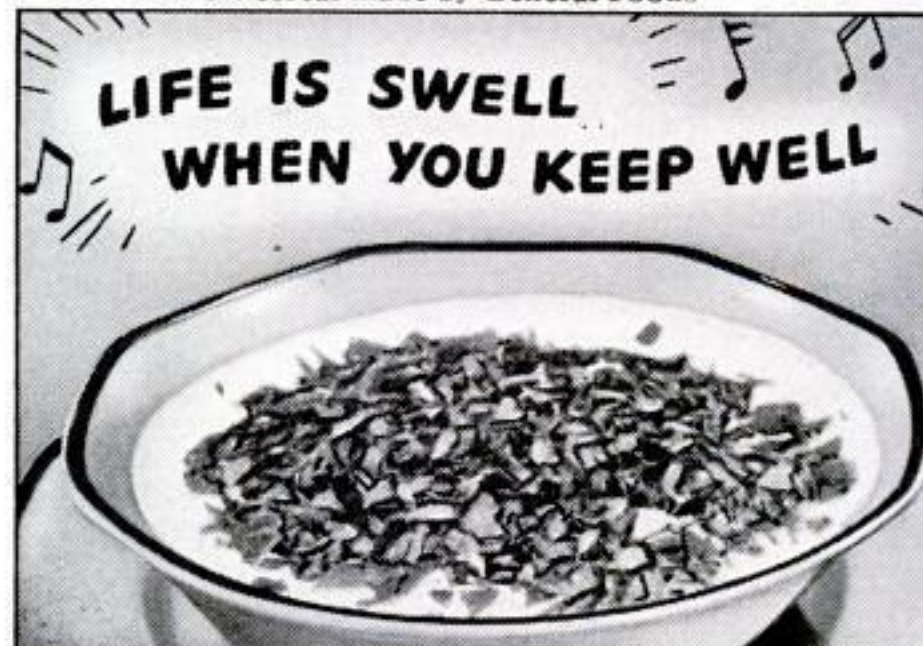


All this in one grand-tasting cereal with a *double purpose*: to make breakfast a delicious treat, and to help you keep fit. And today, Post's Bran Flakes come to you at a NEW LOW PRICE!



That was six months ago—I've been eating Post's Bran Flakes for breakfast every day since—and how perfectly marvelous I feel! I guess those extra benefits were just what I needed!

A Post cereal made by General Foods



LIFE IS SWELL
WHEN YOU KEEP WELL



IMPORTANT: Post's Bran Flakes, due to their bulk, are a *regulative* cereal. Constipation due to insufficient bulk in the diet should yield to Post's Bran Flakes, eaten regularly—as a breakfast cereal or in muffins. For cases not corrected in this simple manner, a physician should be consulted.



Coming downstairs in their new house: the Duke and Duchess and their three Cairn terriers, Detto, Prisie and

Pookie. The dogs are chasing a rubber ball that squeaks like a cat, which the Duchess has just thrown for them. Pookie

comes from Austria. The other two dogs are English. The Duke is smoking his favorite pipe, from Ropp of Paris.

*Life goes calling
on the
Duke and Duchess of Windsor*
in their new Paris house at 24, Boulevard Suchet

Last February the Duke and Duchess of Windsor moved into their new town house at 24, Boulevard Suchet, Paris. Moving in was a bit of a nuisance. The dining room was all done by March but the rest of the rooms were not really finished until June. By this time the Windsors were about ready to leave for the summer. They celebrated the Duchess' birthday (43rd) on June 19 and the Duke's (45th) four days later. According to reports, they planned to go next to Aix-les-Bains, where the Duchess would take the waters for what the press described as a touch of rheumatism.

The house on the Boulevard Suchet—near the edge of the Bois, one block from the Charles A. Lindberghs—is no palace but plenty big enough for a couple to start off in. Built in 1929 in Louis XVI style, it contains 20 rooms and six baths, all with modern equipment, and ample room for the Windsors' three secretaries, two detectives, two chauffeurs and nine other servants. The Windsors do not own the house but have rented it for two years.

These pictures were made by LIFE's William Vandivert with the Duchess of Windsor's approval. She graciously furnished the information for the captions.



Detto, Prisie and Pookie play with the Duke in the hall. "Prisie" is short for Surprise. One of Detto's legs was broken recently when a taxi ran over him.



The Duchess' desk is in the upstairs sitting room. "This is where I do most of my correspondence," she says. "It is an

interesting piece of furniture—a cashier's desk of the time of Louis XVI. Money was paid through the centerpiece,

where I have attached an electric light. I did not want to spoil the shape of the desk by having a standing lamp."

**A SENSIBLE
BUSINESS QUESTION:
CAN YOU
AFFORD NOT
TO FLY?**

CAN YOU AFFORD to take *days* for a business trip—when you can do it in a few *hours*—via TWA?

DO YOU KNOW that thousands of leading business firms use air travel regularly! Read what this means in time saving—business efficiency—comfort and satisfaction to their men!



Suppose you're in Los Angeles. You can board TWA's "Sky Chief" 5:00 p.m. (P. S.T.)—spend the night in a luxurious Skysleeper—be in New York next morning! 2 other coast-to-**\$149⁹⁵** coast flights daily. Fare . .

CHICAGO TO NEW YORK? 3 hrs. 55 min. —"Commuter Air Service"—**\$44⁹⁵** 8 fast flights a day each way! .

COST? Little more than for ground travel! 10% Discount on Round Trips!

Transcontinental & Western Air, Inc. L-7
Kansas City, Mo.

Tell me how to plan 14 full days of my 2-week vacation in the places I want to visit—with no extra days out for travel!

Send FREE BOOKLET on TWA service to both Fairs—with stopovers at Grand Canyon, Boulder Dam.

NAME _____

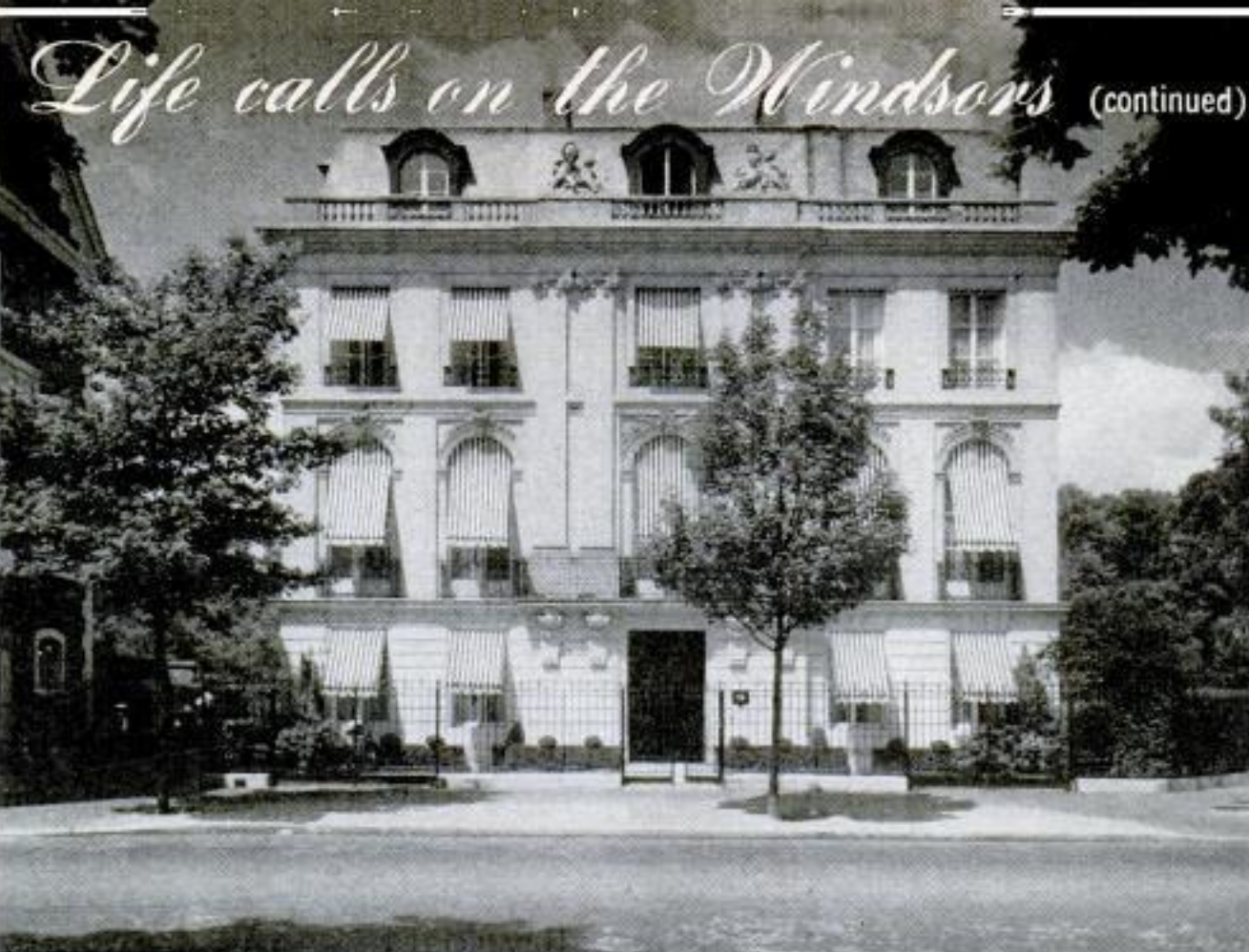
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CITY _____ STATE _____

PHONE YOUR
TRAVEL AGENT
OR
TRANSCONTINENTAL
& WESTERN AIR,
INC.
for details on
fast service to
140 major cities

TWA

*Shortest-Fastest
Coast-to-Coast*



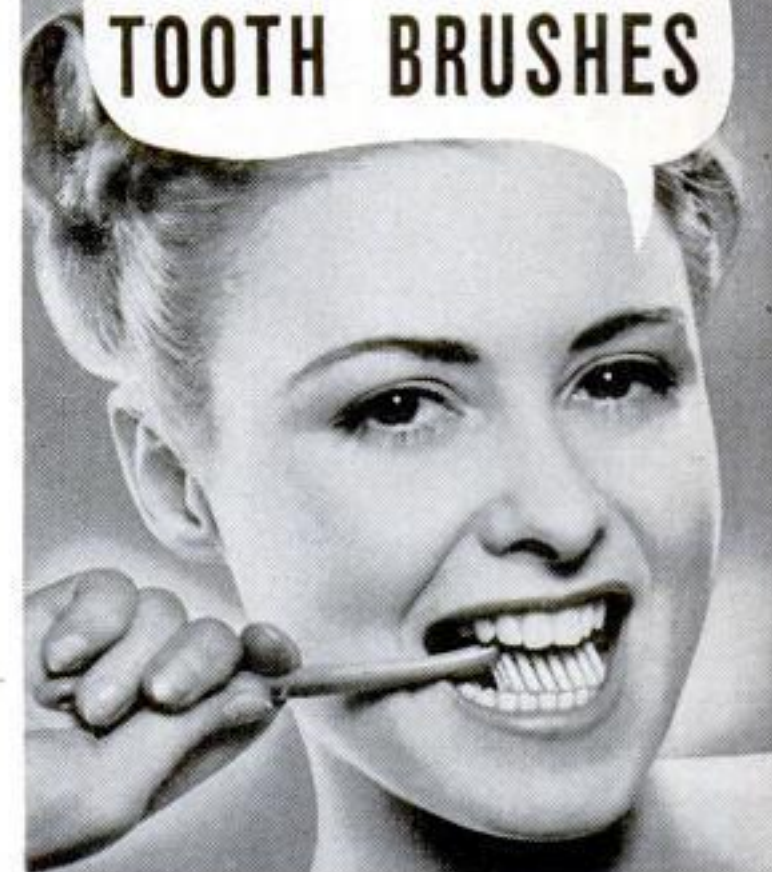
Life calls on the Windsors (continued)
The house faces on the Boulevard Suchet and a little street called "Square des Ecrivains Combattants Morts pour la France." On the first floor in addition to kitchens and pantries are the offices of two detectives named Doucet and Goodwill. Their Royal Highnesses' bedrooms and sitting room are on the third floor.



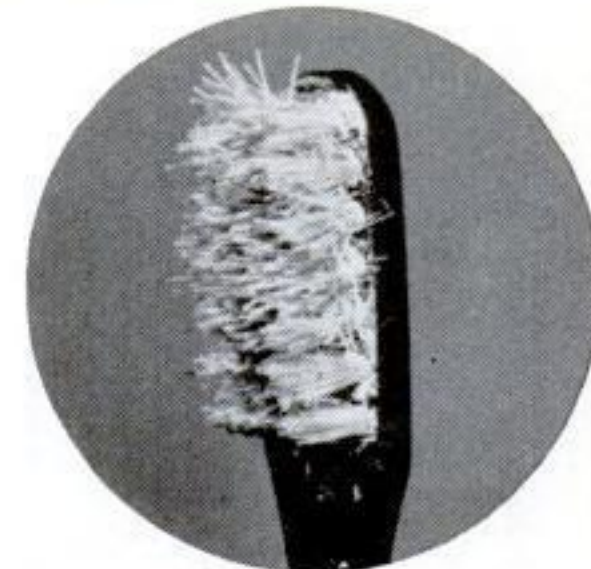
This is a corner of the spacious white and gold salon. The round gold box on the table is engraved "To Edward Prince of Wales from his parents 1923." Below: Hale, the English butler, gives last-minute instructions to Marcel, the French footman. Marcel wears a scarlet coat, trimmed in black and gold, and black trousers.



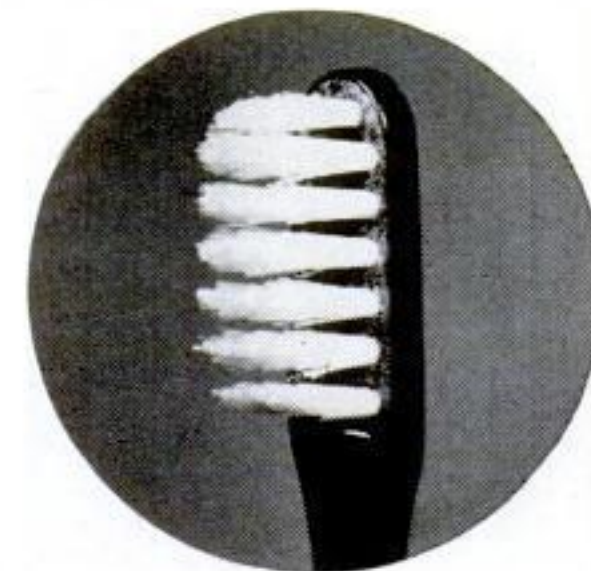
**OUTLASTS 6
OF MY OLD-STYLE
TOOTH BRUSHES**



IT'S AMAZING the way this new Tek keeps its spring and cleaning power! Genuine natural bristles, by an exclusive Johnson & Johnson process, now resist wear and water more than 6 times longer than ever before!



DRAMATIC PROOF—Old-style tooth brushes with ordinary natural bristles—the kind you've paid 25¢ to 50¢ for—failed to survive our Wear Machine test.

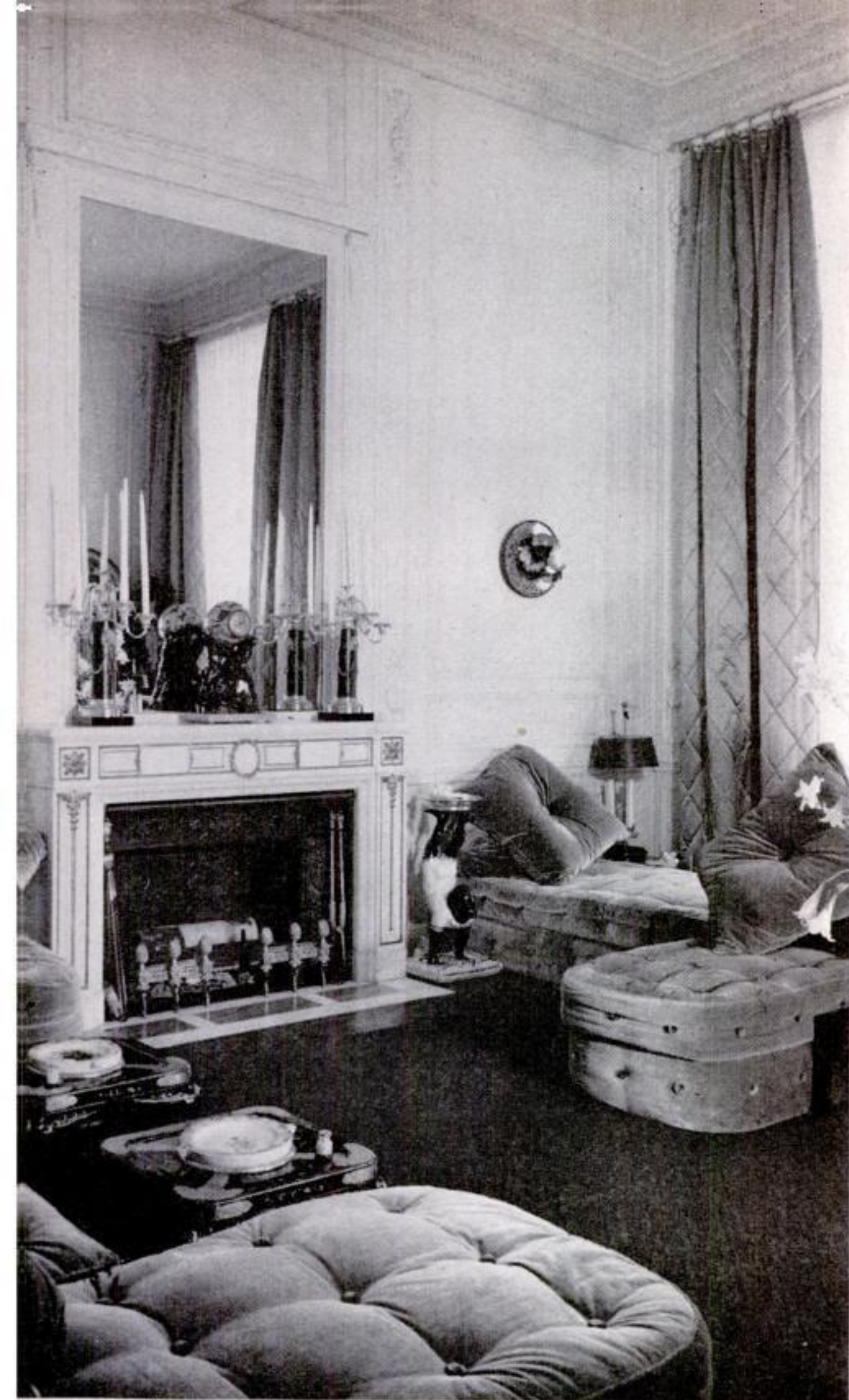


FULL OF LIFE—Here's the new Tek after six attempts to break it down on our Wear Machine. The new Tek at 50¢, outlasting 6 ordinary tooth brushes, saves you \$1 to \$2.50.

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.

Tek
TOOTH BRUSH

*Now lasts
6 times longer*



On the second floor, opening into the hall and the salon, is the banquette room. The walls are white, the velvet banquettes and quilted-satin curtains pale green. Below: the Duke and Duchess leave through the Boulevard Suchet gate to go for a drive. The fur is the famous platinum fox, of which there are only 18 in the world.



DAISY WILL TELL



HOW SHE LIKES A BARBASOL FACE

It's really something to rave about—a smoother, cleaner, fresher-looking Barbasol Face.

Why go on with old-fashioned methods that tend to bite and burn, may coarsen and age the skin?

Try modern Barbasol. See for yourself how much more efficient and pleasant it is.

See how much quicker and cleaner your shaves—how much smoother and softer your skin,

after you've shaved

[Certainly, no half-cut stubble—a shave that lasts all day.]

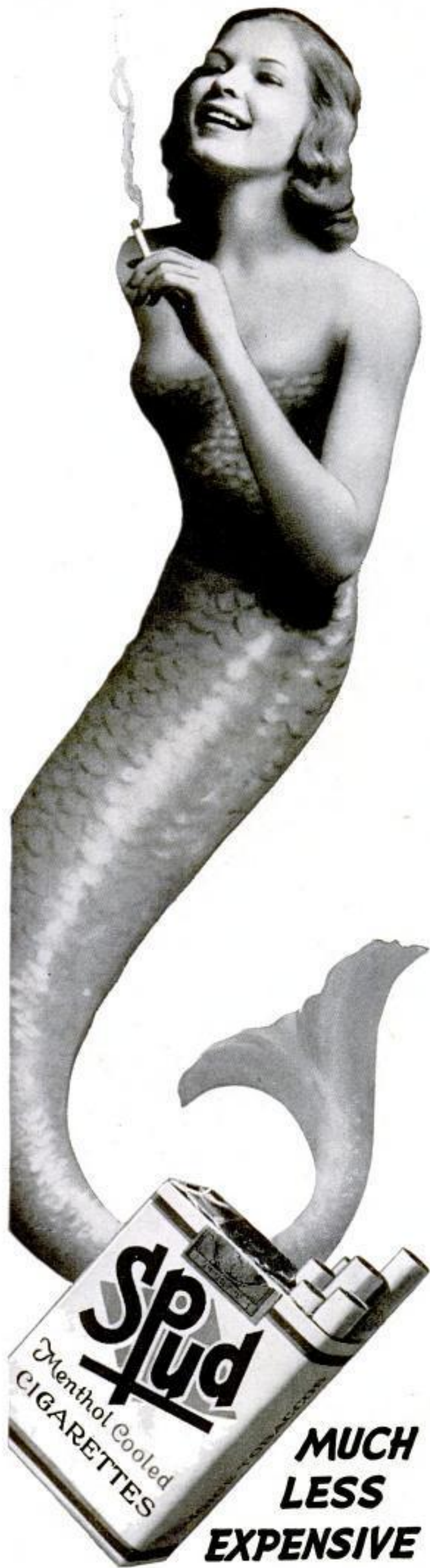
That's because Barbasol contains no harsh irritants. Only gentle ingredients, beneficial oils, for which your face will be most grateful.

Barbasol is sold at all drug stores. Large tube, 25¢. Giant tube, 50¢. Family-size jar, 75¢. Five scalpel sharp Barbasol Blades, 15¢.

For modern shaving



MUCH more REFRESHING



**MUCH
LESS
EXPENSIVE**

Yes, SPUD is different...milder...
MUCH more refreshing!

A welcome change in taste—and
welcome change in your pocket, at
the new low price. Plain or Cork.

SPUD

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PICTURES TO THE EDITORS

MICKEY GOING DOWN

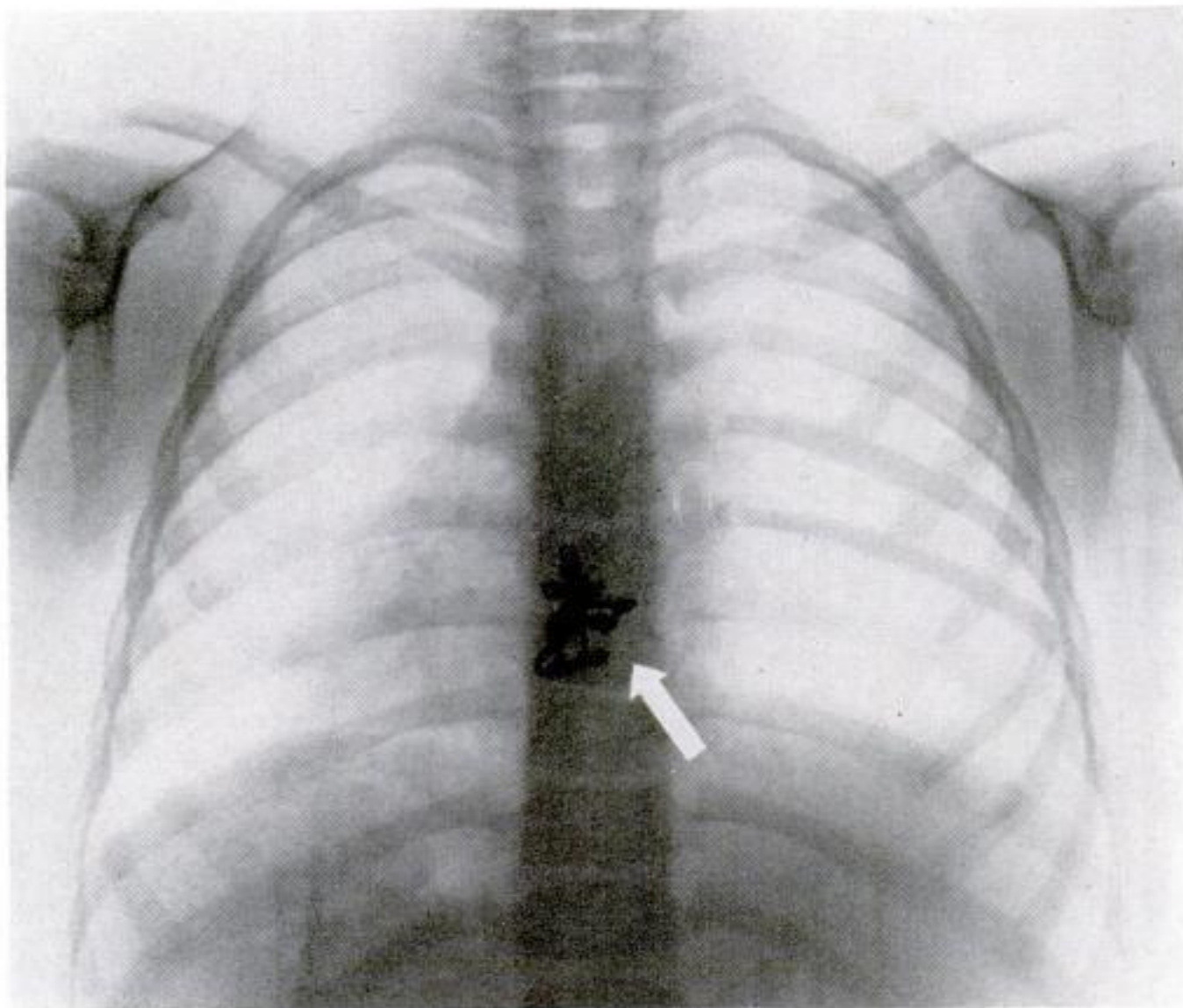
Sirs:

Walt Disney has created many unusual situations for his screen favorite, Mickey Mouse, but it took a 4-year-old child to give Mickey the thrill of his life—a perilous journey through the alimentary canal.

This photograph of an X-ray film shows Mickey descending the esophagus. After due time he made a safe landing.

MARGARET SCHMITT
Technician

St. Luke's Hospital
Milwaukee, Wis.



CHICKEN'S SWEATER

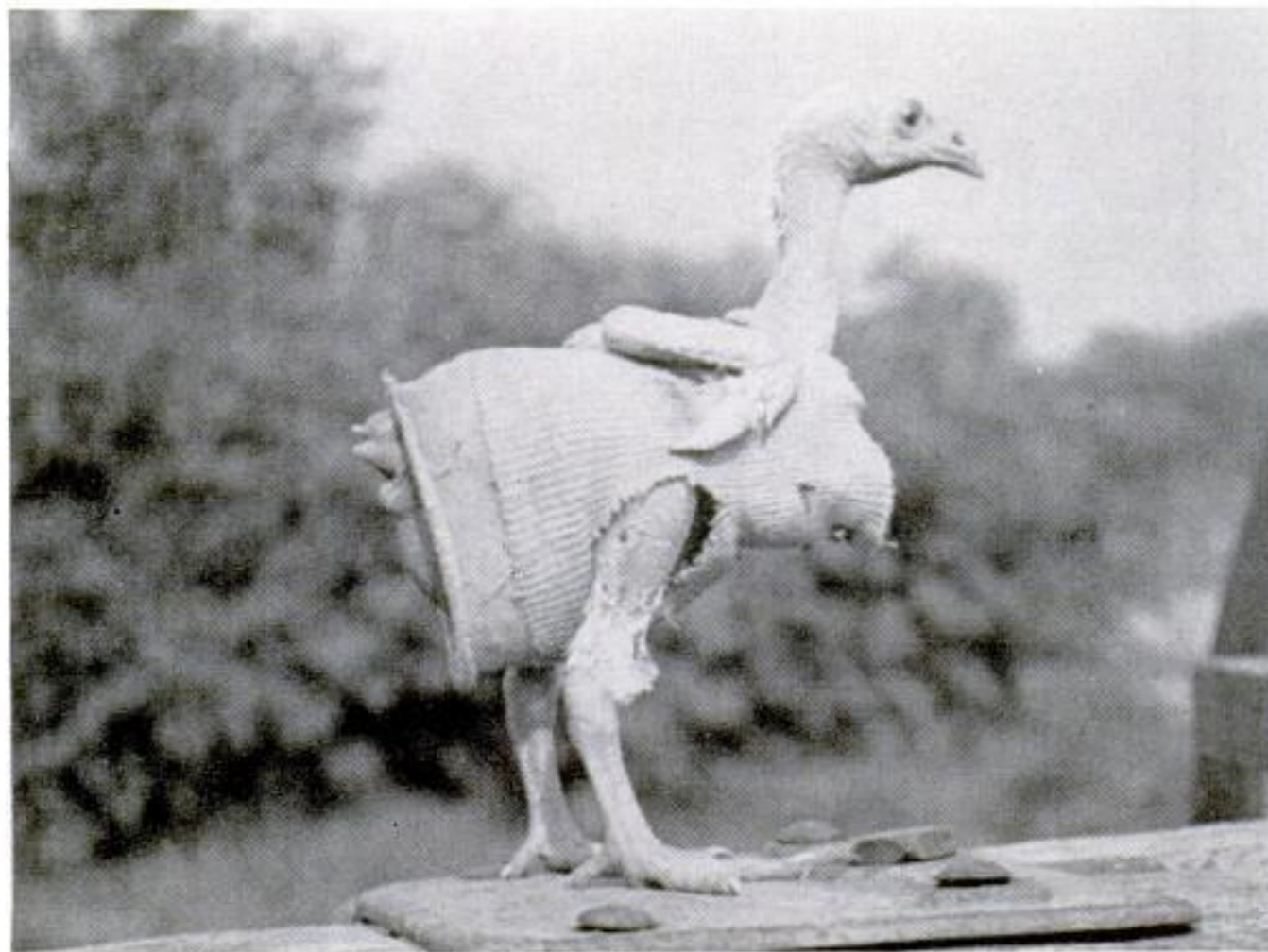
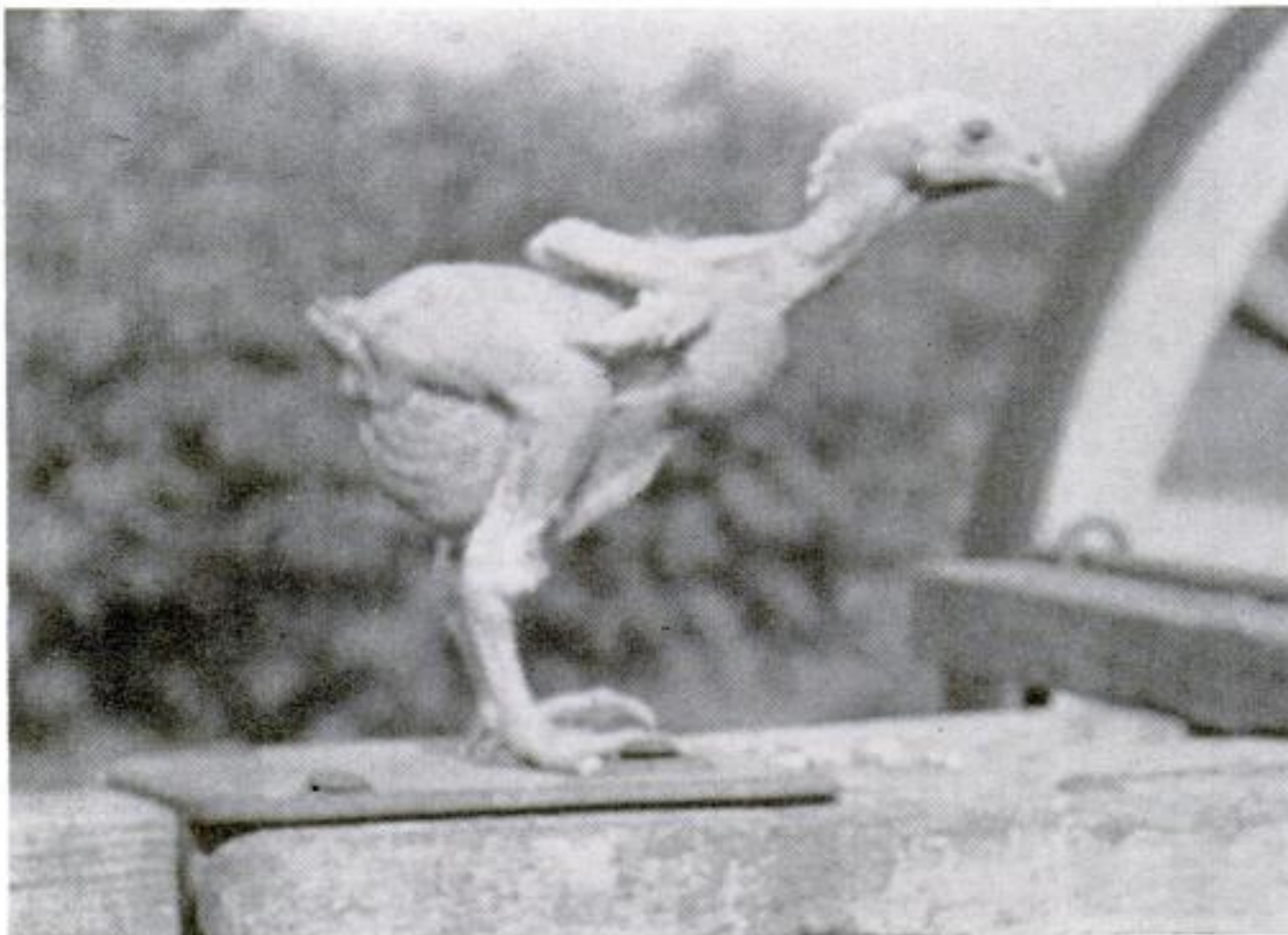
Sirs:

This chicken (6 months old) would make a good recruit for Sally Rand's Nude Ranch. Perfectly normal as a baby chick, it shed its first feathers and no

more came in. It was henpecked by its mates and the owner felt sorry for it. So, for its protection, he made the sweater out of an old sock.

FREMONT WOOD

Ashtabula, Ohio



WAKE UP YOUR LIVER BILE — WITHOUT CALOMEL

— And You'll
Jump Out of Bed
in the Morning
Rarin' to Go



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25c at all drug stores.



You need **STANBACK** for speedy headache relief without the jitters. Try it, too, for neuralgia, muscular aches and similar pains. In use 27 years. Millions used yearly. Be wise! Try **STANBACK**! 10¢ & 25¢ at drug stores.

TRIAL OFFER: 25¢ Package!
Mail this ad and 10¢. Act NOW! Be prepared!
STANBACK COMPANY · SALISBURY · NORTH CAROLINA

Snap Back with **STANBACK**
HEADACHE POWDERS

\$3,700.00 PRIZE PICTURE CONTEST

Open to everybody. Simple rules. Any good amateur can win. For full details see the big August issue

Popular Photography
MAGAZINE

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MENDS MOST ANYTHING



10¢ at hardware, drug and 10c stores; also in cans from 1/4-pint to 1 gallon
FREE Send post card for booklet, "Better Results with Glue," containing many useful hints about mending, model making and home workshop jobs. Address: McCormick Sales Co., 408 Light Street, Baltimore, Maryland.



STOPS SEA SICKNESS



ROMANCE
lies in a lovely skin. To ease, help heal surface pimples and carefully cleanse the skin, use

RESINOL OINTMENT AND SOAP

BUGS ruining your FLOWERS?

Kill them with Red Arrow Garden Spray. It's quick, simple, sure, inexpensive. Kills insects that harm roses, other flowers and shrubs. Also ants in lawns. Safe to humans, birds, pets, when sprayed. 35c bottle makes several gallons. Easy-to-follow directions on label. Buy Red Arrow Garden Spray where you buy garden supplies.
FREE Send post card to McCormick Sales Co., Baltimore, Md., for Garden Insect Control booklet No. 3E7



I'M TELLING YOU— FLEAS CARRY WORMS!



There's more to the flea than his bite! He carries certain worm eggs. "Show them no mercy!" I tell the master. So he gets Sergeant's Improved SKIP-FLEA POWDER that really kills them all.



It's a treat for me. As SKIP-FLEA goes on — fleas "bite the dust," and DIE! And that borated powder takes out the itch, soothes the old scratches.



Sometimes we use SKIP-FLEA SOAP. It's just as hard on the fleas and cleans me up too. You can get both POWDER and SOAP at drug and pet stores. Ask them for your free Sergeant's DOG BOOK (or write Sergeant's, Dept. GN-7, Richmond, Va.)

Sergeant's DOG MEDICINES

ZIP



ZIP Depilatory Cream CONTAINS NO BARIUM SULPHIDE!

• I have created a new and better hair remover, far superior to old-time depilatories; a cream which can be used without offense to others in your household. My new ZIP Depilatory Cream instantly removes every trace of hair. Keeps your skin satin-smooth. Simply spread on and rinse off.

Good stores everywhere.

Also — ZIP Epilator IT'S OFF because IT'S OUT

Actually eliminates superfluous hair with amazing success. Ideal for face. Treatment or FREE Demonstration at my Salon.

562 FIFTH AVE. *Madame Berthe* (46th ST.) NEW YORK SPECIALIST

LITTLE FISHES

Sirs:

You have heard of the three little fishes of song and story. Here they are, with

the "Mamma Fishie, too"—four local delegates en route to the Junior Chamber of Commerce Convention at Tulsa, Okla.

J. C. WATKINS

Port Arthur, Tex.



HOW NOT TO SUCCEED

Sirs:

You ran a picture (LIFE, June 12) showing "How to Succeed." This illustrates "How NOT to Succeed."

This man is murdering the music, killing the bottle, hanging a curtain, robbing the cradle, shooting the works and kicking the bucket.

ROY HIRSHBURG

Richmond, Ind.



TOE WALKER

Sirs:

This is my daughter, Patricia Ann O'Shea.

In watching her play one day, I discov-

ered she could stand, walk and run on her toes. I consulted a competent teacher and was told that Patricia was a natural-born toe dancer.

MRS. PAUL O'SHEA

Bowling Green, Ky.



See a sunlit world
FREE FROM GLARE!

POLAROID* DAY GLASSES



\$1.95

YOUR own eyes can see the dramatic difference between Polaroid Day Glasses and any other sun glasses you've ever worn! It's a fundamental difference, made possible by the miraculous Polaroid control of light.

Normally, two kinds of light reach your eyes. One is *useful*, seeing light. The other is *useless*, blinding glare. Conventional sun glasses pass equal amounts of both kinds of light. Polaroid Day Glasses pass seeing light, but they stop reflected glare!

When you drive your car, they banish the blinding film of glare from the highway. On shipboard or at the beach, they dim the flash of sun on water. Their shatter-resistant lenses are ideal for sports.

See a dramatic demonstration of Polaroid Day Glasses—wherever good sun glasses are sold. For the first time in your life you'll see a sunlit world free from glare!

These Unretouched Photographs Tell the Story



THROUGH ORDINARY SUN GLASSES



THROUGH POLAROID DAY GLASSES

American Optical Co. — Bausch & Lomb Optical Co. and Polaroid Corp., Boston, Mass.

*U. S. REG. U. S. PAT. OFF.

POLAROID*

★ ★



"There he goes!"

...BUT DON'T WORRY ABOUT YOUR
AMERICAN EXPRESS TRAVELERS CHEQUES

No thief wants to traffic with American Express Travelers Cheques. They are worthless scraps of blue paper to him... but to you—they are a guardian against lost or stolen funds.

When you travel by motor, protect your travel funds and banish the worries of carrying cash. Carry the famous blue American Express Travelers Cheques that are accepted everywhere and are spendable only by you.

When you buy them, you sign your name in the upper left corner; when you wish to spend them, you countersign them in the lower left corner. The signature system makes the world-famous American Express Travelers Cheques your own personal funds—of no interest to any thief.

In convenient denominations of \$10, \$20, \$50 and \$100. Cost 75c for each \$100. For sale at Banks everywhere.

AMERICAN EXPRESS TRAVELERS CHEQUES

★ ★



**Plays
Anywhere**
Outdoors or Indoors
No "Plug-In"!



**New! Lightweight
PHILCO
"Little Pal"**

- Nearly HALF the size!
- FULL performance!
- TWICE the battery life!

ONLY \$19.95
COMPLETE WITH BATTERIES

REALLY PORTABLE
Self-powered; needs no connection—no aerial, ground or "plug-in." Your "Little Pal" wherever you go, outdoors or indoors... traveling, at the beach, boating, outings.

Personalized! Identification tag for your name and address attached to the radio.

AT ALL GOOD RADIO STORES

**BEST FOODS
MUSTARD
WITH
HORSERADISH**



**Gives extra UMPH
to the flavor of
Frankfurters!**

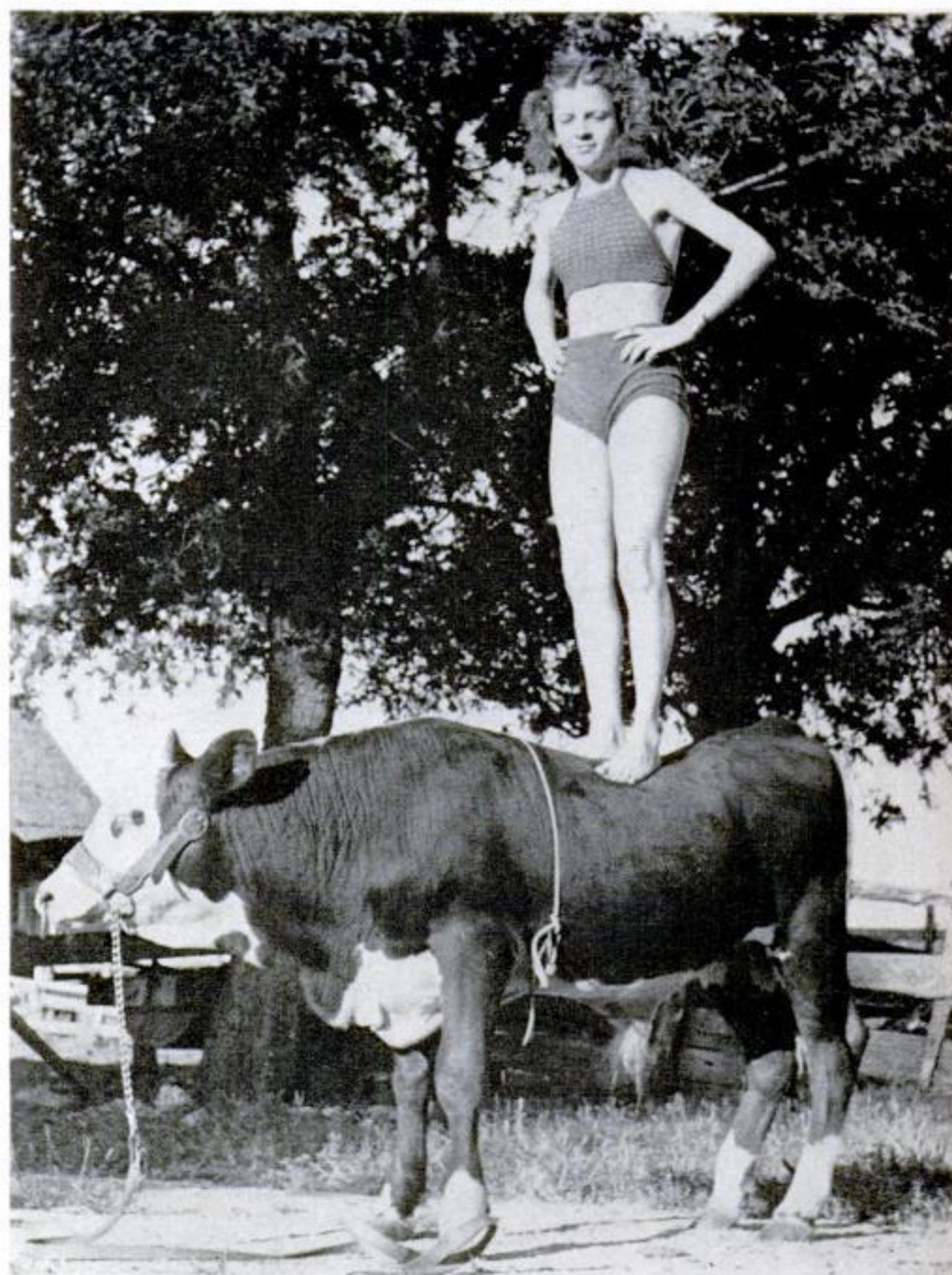


In fact, serve Best Foods Mustard-with-Horseradish wherever you used to use ordinary mustard. See what new zip it gives to food! So inexpensive, too! At all good grocers everywhere.



PICTURES TO THE EDITORS

(continued)



PET BULL

Sirs:

While driving through the country recently we saw a young bull engaged in some unusual antics. On inquiry we found him to be Ferdinand, namesake of Munro Leaf's famous character. He is a sleek 7-month-old whiteface bull weighing about 450 lb. When Ferdinand was only a few weeks old, his owner, Foy Walker of Oglesby, noticed that the little fellow obeyed simple commands quite readily and he began training the calf. Now Ferdinand does 17 tricks.

Mr. Walker's daughter Kathleen treats him like a pet.

VERNON PERRY
Round Rock, Tex.



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HERE'S A PAL TO SUMMER DESSERTS!



Just try this moist-keeping PEANUT CREAM CAKE rich with Baker's Chocolate

Was it you we heard wishing for a *summer* cake recipe? We know you'll like this one.

It's new and exciting—Peanut Butter frosting on a luscious chocolate cake!

It tastes marvelous with iced tea, lemonade, ice-cold milk, berries, ice cream!

It's simply grand to take on picnics—because it keeps so nice and moist.

There's nothing fussy about it. You mix it in one bowl, bake it in one pan, frost it in one piece, and cut it, without waste, in big squares or slim slices according to taste.

But make it, please, with *Baker's Chocolate*. For the *richness* of Baker's Chocolate is what gives this cake such moist tenderness . . . such gorgeous *real chocolate* flavor and color. Tell your grocer only Baker's Chocolate will do. The quality of Baker's—famous since 1780—gives all your chocolate dishes extra deliciousness. Baker's Chocolate is a product of General Foods.

CHOCOLATE PEANUT CREAM CAKE (1 egg and 2 egg yolks)

- 2½ cups sifted Swans Down Cake Flour
- 2¼ teaspoons Calumet Baking Powder*
- ¾ teaspoon salt
- ½ teaspoon soda
- ¾ cup butter or other shortening
- 1½ cups sugar
- 1 egg, unbeaten
- 2 egg yolks, unbeaten
- 3 squares Baker's Unsweetened Chocolate, melted
- ¾ cup milk
- 1 teaspoon vanilla
- ¾ cup boiling water

Sift flour once, measure, add baking powder, salt, and soda, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add egg and egg yolks, one at a time, beating well after each. Add chocolate and blend. Add flour, alternately with milk, a small

amount at a time, beating after each addition until smooth. Add vanilla, then add boiling water, beating quickly and thoroughly. Bake in greased pan, 12x8x2 inches, in moderate oven (325° F.) 50 minutes, or until done. Spread Peanut Cream Frosting on top of cake.

*If another baking powder is used, adjust the proportions as recommended by the manufacturers.

PEANUT CREAM FROSTING

Wash ¾ cup butter in cold water to remove salt. Cream butter thoroughly, add 1 cup sifted confectioners' sugar gradually, and cream until very light and fluffy. Add ½ cup peanut butter, a small amount at a time, creaming well after each addition. Fold in ¼ cup sifted confectioners' sugar.

(All measurements are level)



Get the Chocolate You Want in this package with the famous "Baker Chocolate Girl" on the label. Baker's is made from choice cacao beans, with all the luxurious richness left in.

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AND FOR A
DELICIOUS DRINK...
BAKER'S COCOA!

I TOOK PART IN THAT RECENT
BLIND "TASTE TEST" ON
COCOA. I COULD TELL
BAKER'S RIGHT AWAY—
SO SMOOTH AND RICH!

YES! THERE
WERE HUNDREDS
OF WOMEN IN THAT
TEST. I'M TOLD
THAT 50% MORE
PREFERRED BAKER'S!

BAKER'S COCOA
IS SO GOOD FOR
CHILDREN, TOO!

YES, BAKER'S IS PURE!
AND IT COSTS SO LITTLE
I ALWAYS ORDER THE
FULL ONE-POUND SIZE



GRAND FOOD FOR PICNICS AND PARTIES!
SEND TODAY FOR THIS SMART NEW BOOK



Free!

Just off the press—a "Party Book" of rich chocolate foods for every jolly occasion on the calendar! 28 illustrated pages—59 recipes carefully tested for you at our chocolate headquarters. Yours free!

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(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.)
(Offer expires January 10, 1940)



ANTON BRUEHL PHOTO

Which Fair, Lady?

Are you stepping east to New York, or do you plan to go west, Young Lady, to the big show at the Golden Gate? You'll be needing hosiery to travel in, to dance in, to see sights in.

In a Realsilk World's Fair Wardrobe you can have the sheerest of hosiery delights for evenings of glamor. Or you can have sturdy-with-glamor weights for walking. If it's Realsilk, you'll have an exclusive type of hosiery. Here is the triple combination you get in Realsilk and Realsilk only:

Realsilk resists snags—because threads are made from

pure, fresh silk with the highest possible twist (Grenine).

Realsilk shades are put in to stay—with the most permanent dyes obtainable.

Exclusive features such as the Hem Guard and the No-Hole Hem add extra garter protection.

Because Realsilk representatives call right on you, it is easier to wear Realsilk. Be safe, be sure, be smart with Realsilk—the greatest name in hosiery.

Realsilk Shop-at-Home Service
no shopping hurry—no parking worry

SOUTHERN BEAUTIES AT "WORLD OF TOMORROW"—Winifred Irwin (left) from Virginia, and Elizabeth Gibbons, a native of Alabama (both popular New York models), photographed in front of British Pavilion at New York World's Fair. Miss Irwin, in bachelor-button blue and white check dress, and blue and white accessories, wears Realsilk's Style 104 in Charmant. Miss Gibbons, in chartreuse blouse; violet, chartreuse and white striped skirt, and brown and white accessories, wears Realsilk's extra sheer Style 200 in popular Petal shade.

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